"How Persuasion works in the Role of Communication skills for Contemporary Organizations"

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ABSTRACT

Messages with a clear focus on personal benefits and social and personal norms could impact holidaymakers' preferences towards opting for sustainability actions. This argument was explored mixed methods study. Firstly, analysis of current sustainability messages from three responsible tour operators revealed a low likelihood of them influencing customer preferences towards sustainability actions. An online survey of consumer beliefs and values proved that a manipulated message was more persuasive than the real messages used by the tour operators. This informed an experiment in message design that showed preferences

Introduction

Persuasion' is the process of communication that is intended to induce belief or action and of moving others by argument to a position or a particular course of action either temporarily or permanently. Persuasion is believed to be both an art and a science. There are several ways in which a person may be persuaded such as follows:
Choosing specific aspects or techniques that would persuade the person

- Making someone agree to your requests when you ask them
- Making someone say yes to you but also changing their attitude to your request
- Making someone say yes to you and also changing their perceptions
- Making someone say yes to you and also changing their behaviour
- Persuasion is an art; you can get better and better with it.

If you feel that you don't have an innate talent for persuading others, don't be disappointed because these skills can be honed and developed with the proper training and practice. People who always speak good things may feel that they are good persuaders, 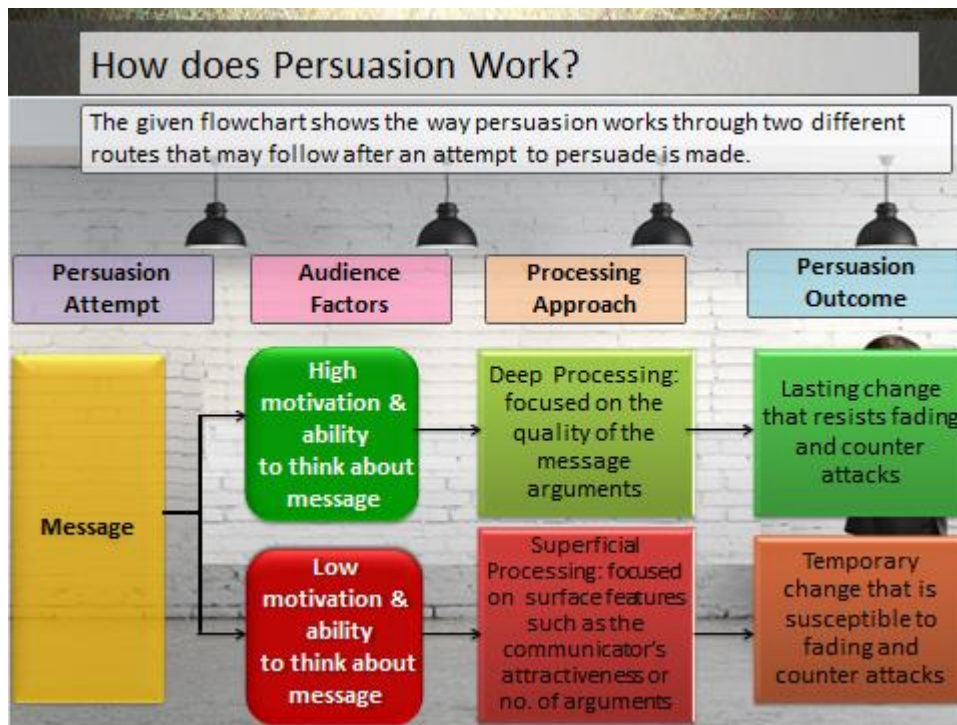but that is not always the case. Persuasion is all about understanding what you want and what the other person wants, and then coming up with a win-win scenario.

Persuasion happens everywhere it's omnipresent. You may have to persuade people for anything right from the deadlines of a project to which person will do what chores at home. In the real world, it is sometimes difficult to ascertain whether your persuasion skills are good or bad. You may think that you are a good persuader, but in reality, it

may be just the opposite. Even before you persuade, you will have to know what people can

be persuaded for.

How does Persuasion Work?

The given flowchart shows the way persuasion works through two different routes that may follow after an attempt to persuade is made.

Persuasion Attempt	Audience Factors	Processing Approach	Persuasion Outcome
Message	High motivation & ability to think about message	Deep Processing: focused on the quality of the message arguments	Lasting change that resists fading and counter attacks
	Low motivation & ability to think about message	Superficial Processing: focused on surface features such as the communicator's attractiveness or no. of arguments	Temporary change that is susceptible to fading and counter attacks

Importance of Persuasion:

It is important that you should create a good impression of yourself among others in order to be able to persuade them. The World forms its opinion of us largely from the opinion we have of ourselves.

Persuading people can be beneficial to you in several ways such as:

It helps to deal with people so that they feel important and appreciated.

It helps to handle people without making them feel manipulated.

It helps you to make someone want to do what you want them to.

It helps in arousing a want to follow you and your instructions in others.

It will help you to learn how to make people like you

It can help you to win people over to your way of thinking

It helps to change people without causing offense or arousing resentment

How to persuade others:

1. Don't wear a disguise:

People are much smarter than you realize. The conscious mind may not be smart enough to analyse and see through the disguise that people wear, but our subconscious mind does identify the fake ness and disguise that people put on.

2. Don't knock the other party:

Never try to humiliate others if you want to make a good impression. Instead, boost

your own image. Not only do people dislike negative talk, but you are also setting a negative environment to persuade.

3. Learn to Communicate Effectively:

One thing good persuaders have in common is skill in using words. Learn to communicate openly, honestly and passionately to persuade people.

4. Don't try to be perfect:

No one can fascinate every minute. When you try to be perfect, you appear to be fake and shallow. People will not believe you and will not be able to trust you.

5. Get people talking about themselves:

If you want to persuade others, then show a genuine interest in other people's opinions and views. If you can stimulate others to talk, you will acquire a reputation as a good conversationalist as well as a good person and will have greater persuasion power.

6. Don't tease and don't be sarcastic:

Teasing and sarcastic remarks are both aimed at the self-esteem of others. Do not tease or pass sarcastic comments as they threaten the self-esteem of the other person and make you less likable. This will make it more difficult for you to be able to persuade the other person.

Role of Persuasion in Success:

One of the key traits of a successful person in professional as well as personal front is one who can persuade people. Persuading people helps you to lead the people to your way of thinking and helps to prevent unnecessary conflicts and resentments. There is a very strong linear relationship between success and persuasion.

There are three main changes of attitude that take place such as follows:

1. Cognitive Change:

Such a change in attitude takes place when a person receives new information from others or media

2. Affective Change:

Such a change in attitude takes place through a direct experience with the attitude object.

3. Behavioural Change:

Such a change in attitude takes place when a person is forced to behave in a way different than normal.
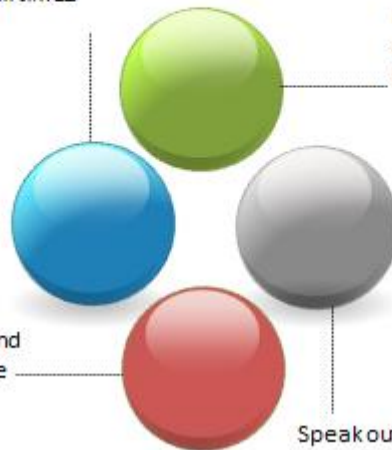
Use Persuasion to Change Attitudes of Others

The only way you will be able to persuade others is when you learn to control and change the attitudes of other people. When you change the attitude of other people, their actions and hence their behaviour will automatically come under your control. When a person's attitude become favourable towards you, they are more likely to comply with your wishes and agree with your opinions and ideas.

Use Persuasion to Change Attitudes of Others

Following are some of the key points to keep in mind in order to change the attitudes of other people:

Watch your posture at all times.

We have to adopt the attitude we want others to express.

People react and respond in a like manner to the attitude and action expressed by you.

Speak out with confidence and grit.

Use Persuasion to Change Attitudes of Others

Following are some of the key points to keep in mind in order to change the attitudes of other people:

Hold your head up and display a positive body language at all times.

Remember to be enthusiastic because enthusiasm is contagious and spreads from one person to another and so does indifference and lack of enthusiasm.
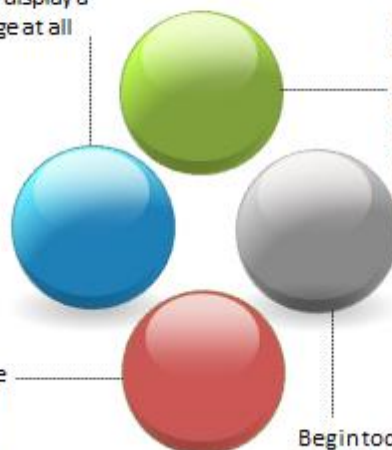
Confidence breeds confidence. If we believe in our self, and act as if we believe in our self, others will believe is us.

Begin today to develop an enthusiastic, confident attitude and manner.

Factors affecting attitude change

The 'formation of attitude' and 'change of attitude' are not separate phenomenon but are interwoven. Based on the changing needs and interests, people tend to accept, change or give up on their existing attitudes. Hence, whenever a person faces any kind of changes in his needs or interests, his attitude may undergo a change.

There are various factors that affect whether a change or acceptance of a new attitude will take place such as follows:

- Who is the communicator?
- How is the communication presented?
- How is the communication perceived by the audience?
- What is the credibility of the communicator?
- What are the conditions under which the knowledge was received?

Steps of the Persuasion Process:

As proposed by Professor Jay Conger, the following are the steps to be followed in the Persuasion Process:

- **Step 1: Establish Credibility and Trust in Yourself:**
- The first step of the 'Persuasion Process' is to establish credibility and trust in yourself in the minds of the audience. You can do this by using your expertise and knowledge in the field that you are speaking about, by building and then appealing to the strong relationships that you share with your audience, by carefully listening to others and their opinions and by using your history of good judgement to appeal to each person's individual personality.
- **Step 2: Find a Basis of Common Ground:**
- You should 'find a basis of common ground' between you and the other person whom you want to persuade. So, you should find a basis that can be agreed to by all parties for reaching a mutual understanding. First clear and clarify the benefits that your opinions have to offer and then look for mutually beneficial

solutions for you as well as the other party. Once you have found the mutual benefits, you should clearly state and define the advantages and benefits to the other party.

- **Step 3: Provide Vivid Proof:**
- This step involves presenting your audience with vivid or clear proofs to support your statements and opinion. You can use logic and facts to support your statements, using imagery and metaphors to help other person compare and understand your opinions. You can use stories and examples to help other person associate with your ideas and feelings. You may use numbers to prove your statements by presenting spread sheets to support your statements.

- **Step 4: Connect at an Emotional Level:**
- This step involves connecting with the other person at an emotional level. You should understand the tangents or aspects to the person's personality. You should show empathy and your respect for their feelings and opinions. You should show your commitment, honesty and dedication. In order to connect at an emotional level, you should have a high degree of self-awareness so that you can understand your own emotions as well as the other person's emotions.

Role of Communication in Persuasion:

Effective Communication is important to persuade people because:

- It is about how information is sent and received between people
- It is crucial for working successfully with others
- It enables to maintain relationships

- It allows to accomplish tasks while working with both individuals and groups
- It motivates
- It helps to overcome obstacles
- It creates a comfortable, trustful and psychologically safe feeling

Dos of Communication for Persuasion:

The following are some of the ways that you can use constructive communication for persuasion:

- Validation of each other
- Sensitive listening
- Dual perspective
- Recognize other's concerns
- Seek clarification
- Infrequent interruptions
- Focus on specific issues
- Compromises and contracts
- Useful meta communication
- Summarizing the concerns for both partners

Don'ts of Communication for Persuasion

The following are some of the don'ts of communication and how to avoid using destructive communication for persuasion:

- Disconfirmation of each other
- Poor listening
- Preoccupation with self
- Cross-complaining
- Hostile mind reading
- Frequent interruptions
- Everything is thrown in
- Counterproposals
- Excessive meta communication
- Self-summarizing

Verbal Techniques for Effective Persuasion:

Sometimes we may be required to speak to an audience. The norms of persuading an audience are slightly different from when one is speaking to an individual

Effectively engaging an audience is dependent on the speaker's ability to sound interesting and convey a positive attitude.

Developing good speaking skills involves an increased awareness of your voice, language, body language and tone while speaking.

The following verbal techniques should be considered and carefully put to use while trying to persuade an audience:

- **Voice**

Your primary tool for persuading while speaking to an audience is your voice. When speaking to an audience, think about projection, pace and modulation.

Projection:

The volume of your voice should be loud enough that everyone can hear you. At the beginning of the session, ask the audience if they can hear you and adjust your volume accordingly.

Pace:

Make sure you are not going so fast that people cannot keep up, or so slow that people get bored and stop paying attention. You can also use strategic pauses, such as pausing just before an important point in order to emphasize it.
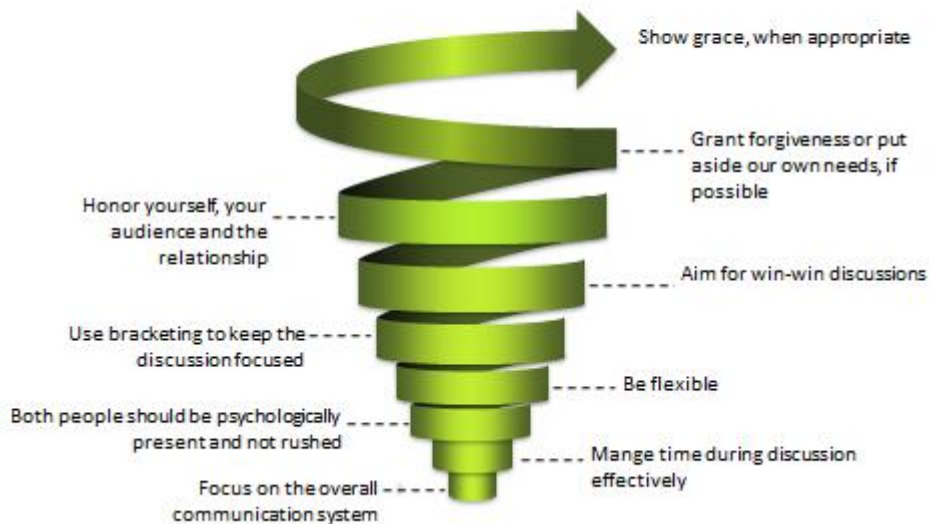
Modulation:

Varying your inflection and volume will keep your audience's attention, whether your natural speaking voice is high or low, loud or soft.

- **Language:**

- Avoid using technical terms, explain the concept and difficult terms.
- Use analogies to explain difficult concepts or ideas.

- **Body Language:**
  - Develop eye contact with your audience.
  - Use gestures to emphasize points and keep your audience's attention.
  - Stand up. It keeps your audience's attention.
  - Walk around to keep your audience's attention.

- Relax! Be conscious of your body posture throughout the session.
- Smile and laugh! It engages your audience and makes you more approachable.

- **Tone and Humor:**
  - Use your tone to convey an infectious enthusiasm for the topic.
  - Be positive and upbeat and don't focus on negatives or difficulties.
  - Incorporate humor into your discussion, this will help you build rapport with your audience.

Tips for Effective Communication for Persuasion

The following are a few tips for effective communication for persuasion:

- Show grace, when appropriate
- Grant forgiveness or put aside our own needs, if possible
- Honor yourself, your audience and the relationship
- Aim for win-win discussions
- Use bracketing to keep the discussion focused
- Be flexible
- Both people should be psychologically present and not rushed
- Mange time during discussion effectively
- Focus on the overall communication system

Effective Positive Delivery of Persuasion Pitch:

- Supportive: The persuasion pitch is delivered in non-threatening and encouraging manner.

- Helpful: The persuasion pitch is meant to be of value to the other person.
- Descriptive: The persuasion pitch focuses on behaviour that can be changed.

- Sensitive: The persuasion pitch takes into consideration the other person and is sensitive to their needs.

- Considerate: The persuasion pitch is intended to not insult or demean.

- Direct: The persuasion pitch is focussed and clear.

- Healthy timing: The persuasion pitch is given at an opportune time.

- Thoughtful: The persuasion pitch is well thought out rather than impulsive.

- Specific: The persuasion pitch is focused on specific behaviours or events.

How to write persuasively:

- Every kind of writing is written with one purpose in the mind of the writer – to capture the readers' attention.

- Whether it is a report, a presentation, an advertisement, an email or any other form of writing, effective writing is the key to success.

- The acronym AIDA is a handy tool for ensuring that your copy, or other writing, grabs attention and is persuasive.

- Use the AIDA approach when you write a piece of text that has the ultimate objective of persuading and getting others to take action.

- One of the most common tools for 'Persuasive Writing' is 'AIDA'. The acronym, AIDA stands for:

Attention: You can grab people's attention by using powerful words, or a picture that will catch the reader's eye and make them stop and read what you have to say next.

Interest: Gaining the reader's interest is a deeper process than grabbing their attention. Help your readers to pick out the messages that are relevant to them quickly by using bullets and subheadings, and break up the text to make the points stand out.

Desire: The Interest and Desire parts of AIDA go hand-in-hand. Simultaneously to building the reader's interest, you have to also tell him how your message can help them. The main way of doing this is by appealing to their personal needs and wants.

Action: Be very clear and specific about what action you want your readers to take. Give them specific information about the action to take rather than leaving it to them figure out what to do for themselves

The Rhetoric of Persuasion:

Rhetoric' means using language effectively to please or persuade someone. You can understand that when speaking to an audience then the main goal of communication is to please or persuade the audience. Some people are naturally good at rhetoric while some are not.

The great Greek Philosopher Aristotle proposed that there are three modes of rhetoric that a person can use for persuasion. These three modes of rhetoric are:

Ethos:

- The word 'Ethos' is of Greek origin and means the word 'character'.

- 'Ethos' in rhetoric is a show of the speaker's character and/or credentials.

- Hence, while using 'Ethos' in rhetoric for persuading a person, the speaker demonstrates his own power and authority.

- As per Aristotle, 'Ethos' is the most important attribute of any communication. Pathos:

- The word 'Pathos' is of Greek origin and means the word 'suffering' or 'experience'. '

- Pathos' in rhetoric is an appeal made by the speaker to emotions of the audience.

- Such emotions thus stirred in the audience are intended to move and motivate the audience to take action.

- You should use pathos effectively to move people to act on your issue. Logos:

- The word 'Logos' is of Greek origin and means the word 'reasoning'.

- 'Logos' in rhetoric is an appeal made by a writer or speaker to the reader or listener's logical reasoning.

- You can use 'Logos' to add credibility to your argument when you build your argument using basic building blocks of common sense.

Conclusion

Scholars have called for examination of employee perceptions of HR practices so as to uncover the "black box" between HR practices and performance in response researchers have begun to examine employee perceptions of HR practices in a systematic and rigorous fashion. We propose that progress can be expedited by enriching the theoretical grounding of research in this area, enlarging the empirical scope to consider, for example, cross-cultural issues, and enhancing practical relevance. We hope this review sparks more studies of employee perceptions of HR practices, with a clear understanding of the multiple aspects of this construct and a deeper understanding of the intricacies involved in the formulation and evolution of employee perceptions of HR in the workplace.

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