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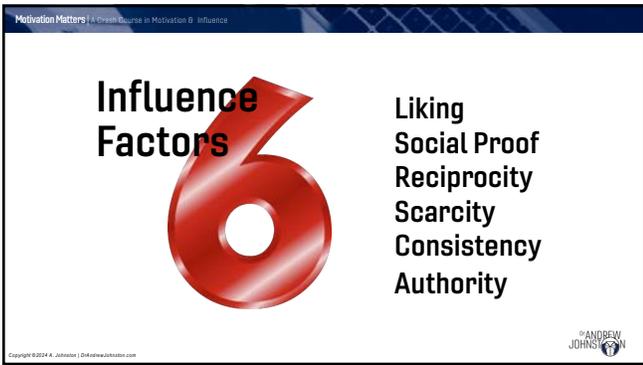
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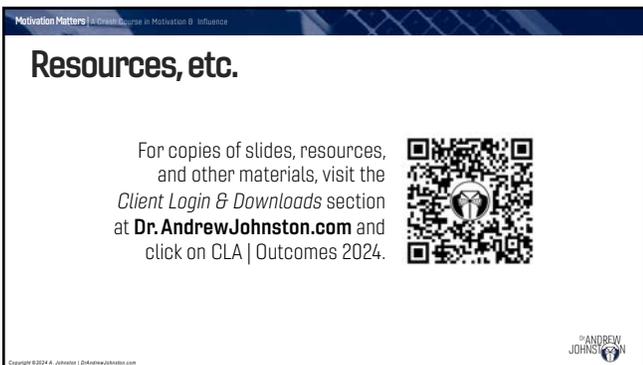
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## Lenses

- Illuminate **hidden factors** influencing your own decisions and others'
- Consider how you can overcome or remove **unnecessary and unproductive barriers** to persuasion and change.
- Tune your sensitivity yourself to **manipulation or misuse** of influence factors



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## Decisions don't happen in a Vacuum.



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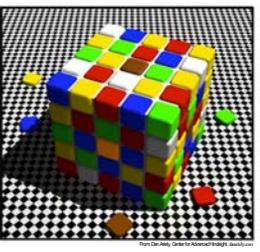
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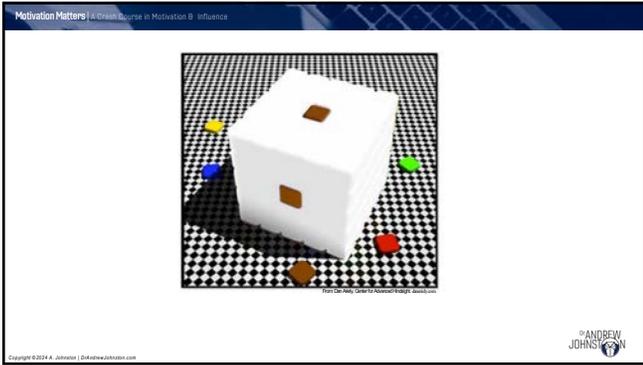
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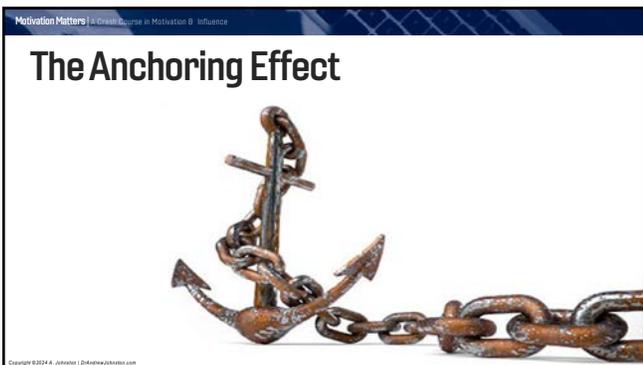
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### Which offer would you choose?

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### Is this saw expensive?



\$895.05

\$1,199.00

LOWEST Price on the Web... Shipping is FREE!

BEST PRICE GUARANTEE  
FREE SHIPPING  
100% SATISFACTION GUARANTEE

Cutsalot Signature SL Table Saw

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### Is this saw expensive?



\$895.05

\$1,199.00

LOWEST Price on the Web... Shipping is FREE!

BEST PRICE GUARANTEE  
FREE SHIPPING  
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\$9,500.00

Cutsalot Commemorative Edition 18k Gold Plated Table Saw

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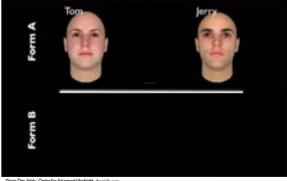
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## Choosing a "Wingman"



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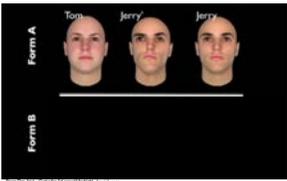
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## Choosing a "Wingman"



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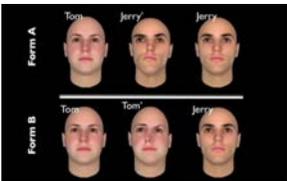
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## Choosing a "Wingman"



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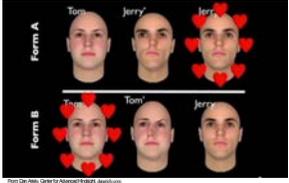
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## Choosing a "Wingman"



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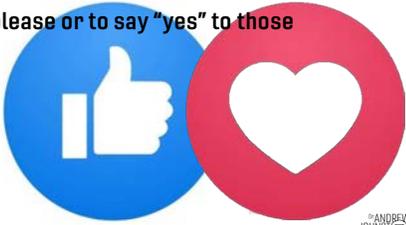
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## Liking

INFLUENCE FACTOR 1

People prefer to please or to say "yes" to those they like.



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## What contributes to likability?



- Similarities**  
People who are like us
- Compliments**  
People who like us
- Cooperation**  
People who help us

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## Liking Correlates with Success

<b>Group 1</b> Don't waste time on small talk. Get right down to business	<b>Group 2</b> Pause to exchange personal info and identify some similarity, something you have in common.
<b>55% Agreement</b>	<b>90% Agreement</b> (Worth 18% more to both parties)

Time may be money, but it pays off to be liked...

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## Liking

INFLUENCE FACTOR 1

How can you **illuminate personal similarities** to make you (and your persuasion) more appealing?

How can you **incorporate genuine compliments or cooperative experience** to increase your "likability"?



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## Social Proof

INFLUENCE FACTOR 2

People often look to the behavior of people like them to affirm or direct their own actions or choices.

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### Social Proof



Choosing Apples  
10%



Choosing Candy  
90%

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### Social Proof



What would  
Batman eat?



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## Social Proof



Choosing Apples **48%**

Choosing Candy **52%**

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## Does Peer Pressure Work?



75% of the guests in this hotel choose to reuse their towels because they see others doing the same...

Compliance Rate: **68%**

Choose to reuse their Towels

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## Peer Pressure & Road Rage



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## Social Proof

INFLUENCE FACTOR 2

How can you use **identification with another person or group** to make your persuasion more appealing?

How can you use **the power of consensus or peer pressure** to increase inclination to support your proposal?



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## Coffee with Dr. J

Executive Coaching for Leaders & Teams

*Conversations that make the difference!*

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## Reciprocity

**INFLUENCE FACTOR 3**

People feel an obligation to return favors and to repay what has been given to them in kind.



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## Mutual Gains



**= 3% increase in tip**

**= 14% increase in tip**

**= 23% increase in tip**

It's not What, but How you give that matters.

Make it **Personal & Unexpected**

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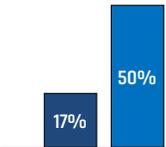
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## Mutual Concessions

Would you be willing to serve as a Big Brother/Big Sister to several juvenile delinquents for a **full year**?

Would you be willing to take 200 juvenile delinquents to the zoo?



The same question, but in the second example the person "owes" the questioner a concession.

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## Reciprocity

**INFLUENCE FACTOR 3**

How can you use the principle of **mutual gains** to increase the inclination to support your proposal?

How can you **use a concession** to increase the inclination to support your proposal?



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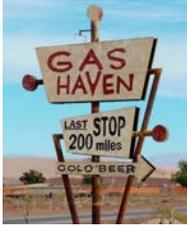
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## Scarcity

**INFLUENCE FACTOR 4**

People tend to over value things that are rare, exclusive, or difficult to acquire.



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## Fear of Loss

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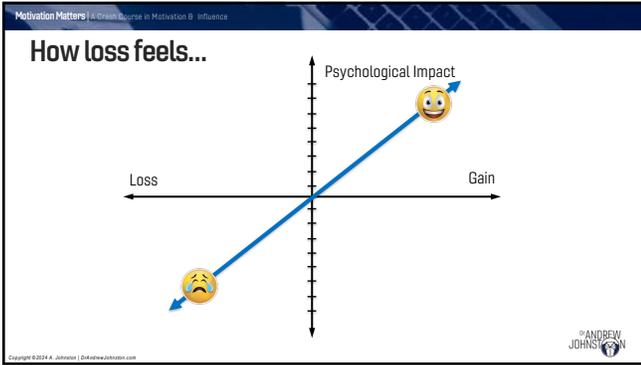
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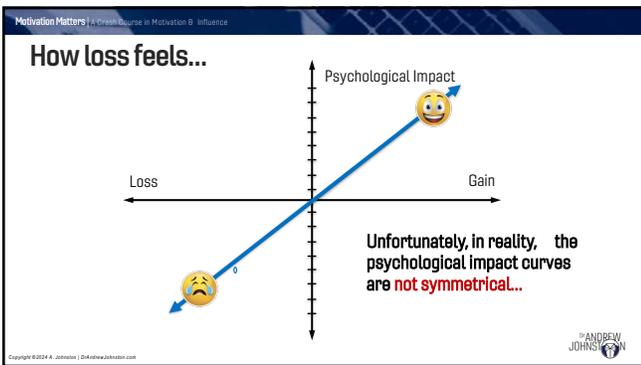
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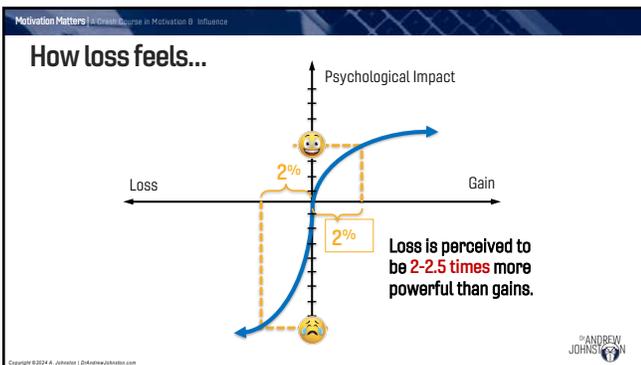
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### Loss as a Motivator

- \$10 for each not sold in quota

+ \$12 for each sold

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### Scarcity & Exclusivity

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### Scarcity & Exclusivity

- (Standard)** We have Australian Beef for sale. How many train cars would you like?
- (Scarcity)** Bad weather is coming and there will likely be a shortage of Australian Beef. We have it now, how many train cars would you like?
- (Scarcity + Exclusivity)** This report comes from our exclusive rep in the Australian Weather Service. No one else has this info... How many train cars would you like?

Scenario	Number of Train Cars
Standard	10
Scarcity	24
Scarcity + Exclusivity	61

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## Scarcity

INFLUENCE FACTOR 3

How can you position your persuasion to help people **avoid loss**?

How can you position your persuasion to help people **take advantage of a special, rare, or fleeting opportunity**?



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## Consistency

INFLUENCE FACTOR 5

People feel the need to be consistent with their own words and actions.

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## Building Buy-In Little By Little



**Ask for Commitment**

- Voluntary
- Effortful (preferably written)
- Public

**Get them Involved**  
The Ikea Effect

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## Defaults

The stickiness of the status quo

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## Organ Donation Rates

Country	% organ donation
Denmark	4
Netherlands	28
U.K.	17
Germany	12
Austria	100
Belgium	98
France	100
Hungary	100
Poland	100
Portugal	100
Sweden	86

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## Opt In

Country	% organ donation
Denmark	4
Netherlands	28
U.K.	17
Germany	12

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### Complexity & Consistency

Complexity tends to make the status quo stickier by **strengthening the power of the default.**

The slide features a text block on the left and an X-ray image of a hip joint on the right.

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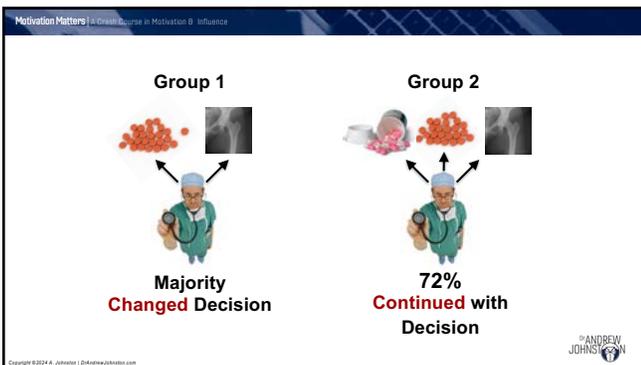
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## Consistency

**INFLUENCE FACTOR 5**

How can you **ask for** commitments or lead others to make **smaller commitments consonant with** your proposal?

How can you engage others **in creating the proposal** or enable them to **"try on"** the change/proposal?

How can you **make it simple** to support your proposal?



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## Authority

**INFLUENCE FACTOR 3**

People defer to experts and are more easily persuaded by those they perceive to be legitimate authorities.



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## Authority

**INFLUENCE FACTOR 3**

How can you **establish your credibility or expertise prior to your engagement** to strengthen your persuasion?

How can you design your proposal to come from **a position of authority**?



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