THE POWER TO PERSUADE

How to Communicate, Collaborate and Motivate Like The Leader You Have To Be.
Live in the Sweet Spot
The Magnificent Seven:
The Seven Virtues
Other People Really, Really Want From You
1. Confidence:

“This person knows what he’s doing. He will help me get what I want.”

What Must I Believe? Who Can I Model? What Must I Do?
2. Authenticity:

“I trust this person – he’s the Real Deal.”

What Must I Believe? Who Can I Model? What Must I Do?
3. Consistency:

“This person will always come through for me.”

What Must I Believe? Who Can I Model? What Must I Do?
4. Generosity:

“This person wants to give me more than I expect.”

What Must I Believe? Who Can I Model? What Must I Do?
5. Ingenuity:

“This person will find a way or make a way to help me succeed.”

What Must I Believe? Who Can I Model? What Must I Do?
6. Energy:

“This person is on fire! I really enjoy being around him.”

What Must I Believe? Who Can I Model? What Must I Do?
7. Perspective:

“This person helps me see the bigger picture. She helps me make sense of things that didn’t make sense.”

What Must I Believe? Who Can I Model? What Must I Do?
The Ten Insights into The Power To Persuade
1. Your Focus:

“Live in The Sweet Spot of What, Why and How.”

**What:** Specific Inspirational Outcome

**Why:** Empowering Personal Reason

**How:** Most Effective Strategy
2. Your Style:
“Find Your Voice and celebrate it, consistently.”

- Find Your “Picasso”
- Define Your Promise
- Craft Your Style
- Live the perception you want others to have of you
3. Your Content:

“Cut the fat. Keep it compelling. Tell them what you want them to do.”

CALL-TO-ACTION  QUALITY  SIMPLICITY  NEW POSSIBILITY
4. Your Optics:

“Get Their Attention. Enroll Them. Kick it up a notch.”

- **Surprise:** This is different!
- **Pleasure:** I like it.
- **Crispness:** This is fresh and sharp.
5. Your Delivery:

“Make them feel confident and committed in a comfortable kind of way.”

Get into the Mental, Emotional and Physical Zone

Be Totally Open: It’s about them

Make it look easy
6. Your Rapport:

“Bridge the gap. Build the bond. Harmonize.”

Step 1: Turn yourself on!
Step 2: Go for the Magic in others
Step 3: Know what they want and need
Step 4: Listen intimately
Step 5: Use their words
Step 6: Reflect their Style, Tempo and Stance
Step 7: Romance and Re-Romance
7. Your Silence:

“Give them a chance to think, feel, and decide.”

**Dramatic Silence**
The Silence before

**Empathic Silence**
The Silence when they talk

**Reflective Silence**
The Silence After
8. Your Listening:

“Make them, in that moment of listening, the only ones who matter.”

Listen with your whole body: lean into the dialogue
Listen with your 3rd Ear: listen for what’s not being said
Restate what you’ve heard and ask for validation
9. Your Sense of Humor:

“If you take yourself lightly, you’ll help others fly as well.”

If you’re born with a sense of humor, practice the art of improvisation.

If you weren’t, prepare. But always appreciate the humor of others.

Laugh easily.
10. Your Passion:

“Stay forever young so the people around you never grow stale.”

Express Your Gratitude

Condition Your Resilience

Sustain Your Fascination
Live in the Sweet Spot

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