

### Using persuasion in your change project

For each of the following persuasion techniques we discussed in class, explain how you could use each one in your change project. If you believe that it is not possible to use a particular technique, explain why.

Please note: This collection is certainly not a complete list of all the possible persuasion techniques available to a leader of change, so feel free to add additional ones at the end of the table.

Persuasion technique	Explain how you can use it in your change project or, if you believe you can't, explain why.
Emotional Connection	
Social proof	
Personal Touch	

Choices <ul style="list-style-type: none"><li>- Limited</li><li>- Compromise</li></ul>	
Value	
Reciprocity	
Foot in the door and/or Ask for a little	
Active commitment	
Consistency	

Credibility (of the Evangelist)	
Collaboration	
Teaching/Learning	
Weakness into strength	
Responsibility for failures	
Scarcity principle	
