Mgmt 379 #6

**Assignment 5, 30 points, DUE: April 16**

**Using persuasion in your change project**

***Download this form from the class web site and type your answers.***

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.

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

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| Choices   * Limited * Compromise |  |
| Value |  |
| Reciprocity |  |
| Foot in the door and/or Ask for a little |  |
| Active commitment |  |
| Consistency |  |

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

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