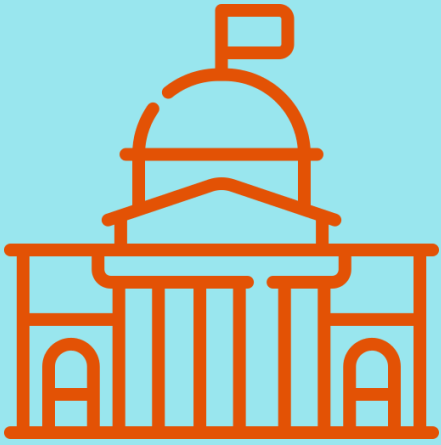# THE 6 PRINCIPLES OF PERSUASION

As featured on
The HR Uprising Podcast.

Authority

Reference to a relevant and authoritative third party e.g. FCA or Government

Consensus

Reference to others in similar circumstances e.g. Women over 50 or Home owners

Consistency

Gaining smaller commitments which lead to potential bigger ones e.g. buying a chapter of a book or a sample
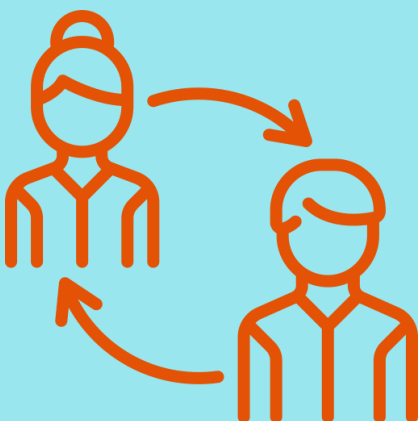
Liking

Rapport, finding things in common with someone e.g. where you grew up or sharing a joke
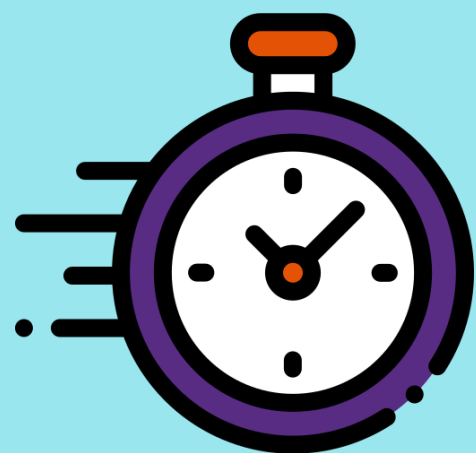
Exchange

Doing a favour or reciprocating in someway e.g. offering to give time off in return for working on a weekend

Scarcity

Creating the sense that stocks or timeframes are limited e.g. Black Friday sales

Robert Cialdini outlined 6 shortcuts that we use as the basis for making decisions. When we use these to communicate it is far easier to persuade others to say 'Yes' to change, ethically.

Discover our Change Management E-learning here>>>