

# Persuasion 101

Effective communicators have good persuasion skills. These skills are put in play by understanding the situation, particularly what motivates the person they seek to persuade.

**Do your homework.**

**Get inside the other person's head.**

*(What do they want?)*

**Make the listener feel important.**

**Focus on the needs of the listener  
and their organization.**

**Follow up.**

Persuasion is a powerful tool that leaders use to bring people together for common cause.

