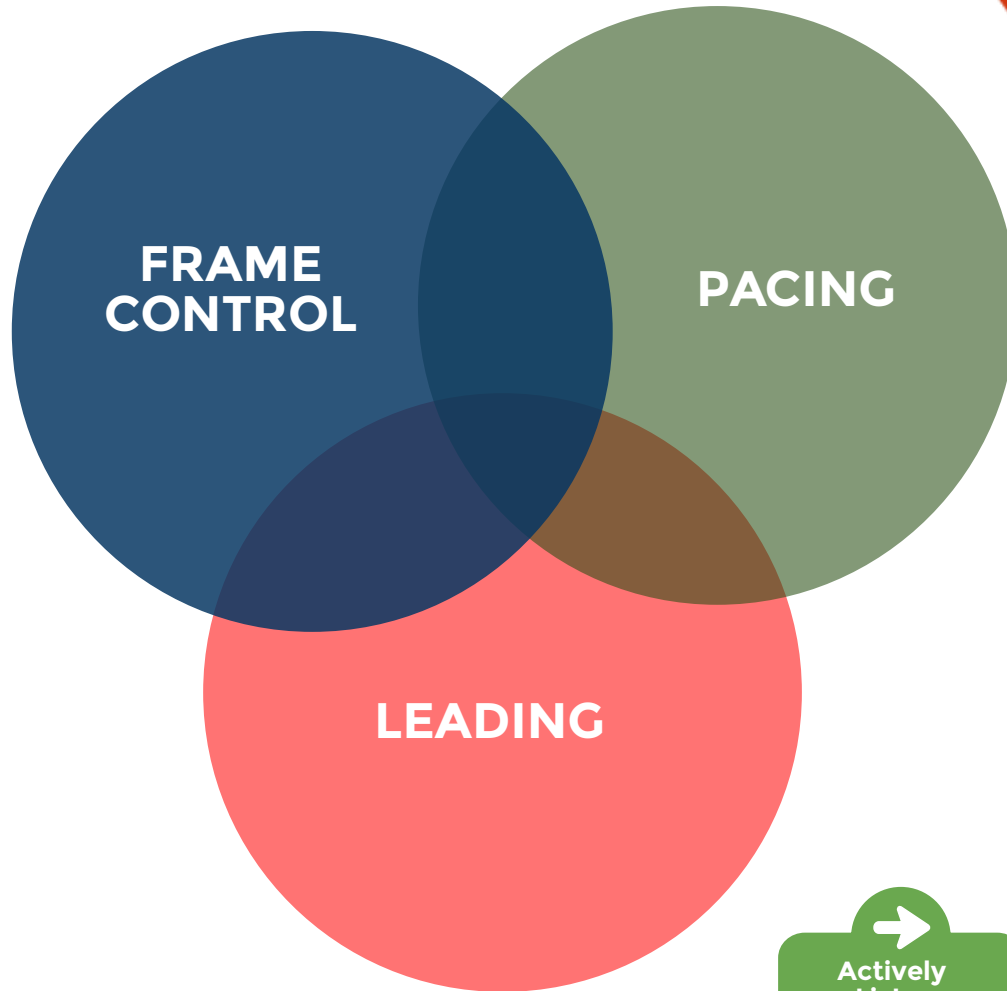


# Persuasive Communication



## Pacing

Staying in step and rhythm with the subjective experience of the other person.

## Leading

Making a suggestion that leads the person in the direction you want them to go.

## Frame Control

Creating the perception or boundaries around an experience that you want a person to accept subconsciously.

### Actively Listen

Seek to understand before being understood.

Use active listening and "Parrot" phrasing

### Build Agreement

Collect "Yeses"  
State the obvious.

Repeat words and sentences the person has used.

### Set the Frame

Create a frame around your proposal.  
- Aim  
- Reality  
- Resources  
- Options  
- Way Forward

### Invite & Collaborate

"If I could....Would you....?"

- Why don't we..?  
- Let's...  
- You might like....  
- What if we..?