



THE *ART* OF PERSUASION

Jackie Nugent

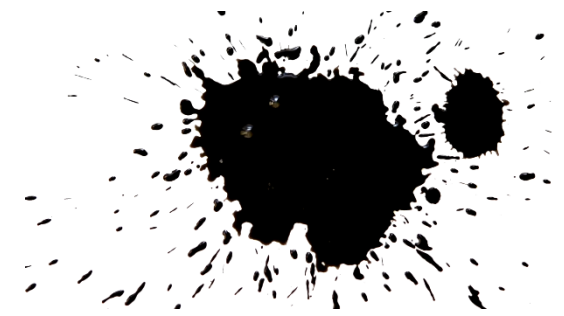
Manager Infection Prevention and Control (IPAC)

Trillium Health Partners

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OBJECTIVES



At the conclusion of this presentation, participants will be able to:

- Describe the art of persuasion & six associated principles
- Apply and distinguish principles of persuasion
- Determine whether persuasion principles will benefit Infection Prevention and Control (IPAC) practice.



ART / ÄRT /

The expression or application of human creative skill and imagination,

typically in a visual form such as painting or sculpture, producing works to be appreciated **primarily for their beauty or emotional power**

PERSUASION

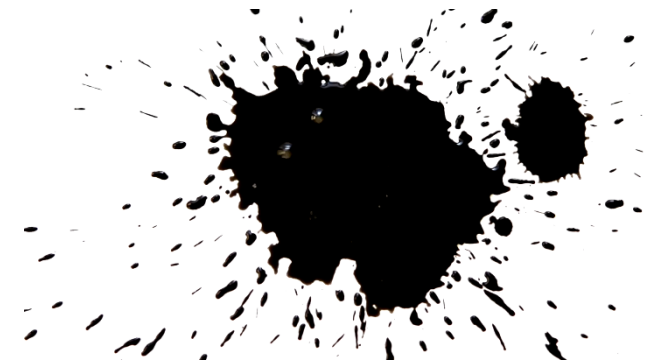
PER·SUA·SION /PƏR'SWĀZHƏN/

- Something meant to get you to do or believe something
- The act of influencing someone to do something or to change their mind
 - Example, good salespeople use persuasion to get people to buy things, just as children use persuasion to get permission to do certain things

The HOW is the Art is about explore new facets of human behavior in ways that bridge the best of scientific psychology and application.

THE *ART* OF PERSUASION

The **expression or application of human creative power, skill and imagination** utilized for influencing someone to do something or to change their mind



SIX PRINCIPLES OF PERSUASION



#1

RECIPROACITY



We feel obligated to return favours to people who have done favours for us in the past.

#2

COMMITMENT

And the Answer is....



- yes
- no
- maybe


We are most likely to do what is consistent with what we have done in the past

#3

SCARCITY



\$435
Hacker Fare
1 seat left
[View Deal](#)
Watch Share

 Sun Country Air / Delta

11:45a BOS	→	5:00p LAX	8h 15m	1 stop (MSP)
2:15p LAX	→	10:53p BOS	5h 38m	nonstop

[Show details](#)

We value scarce information and commodities more than things that are in abundance.

#4

AUTHORITY



**ASK THE
EXPERT**



We believe what trustworthy and credible experts say.

#5

LIKABILITY

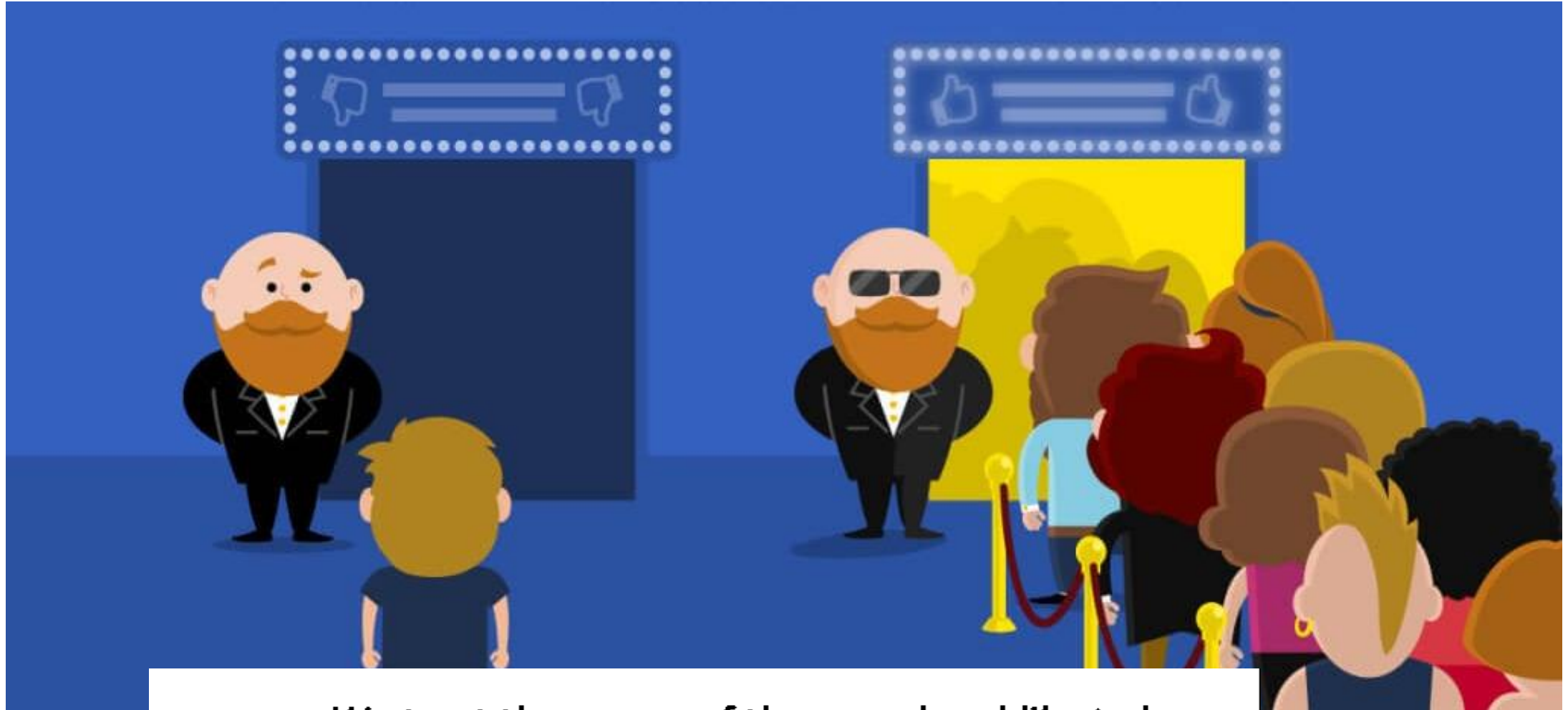


We say yes to people that we like. Similarity, compliments and cooperative effort.



#6

CONSENSUS



We trust the power of the crowd and like to be associated with popular things.

Principles of Persuasion Checklist

RECIPROCITY

COMMITMENT

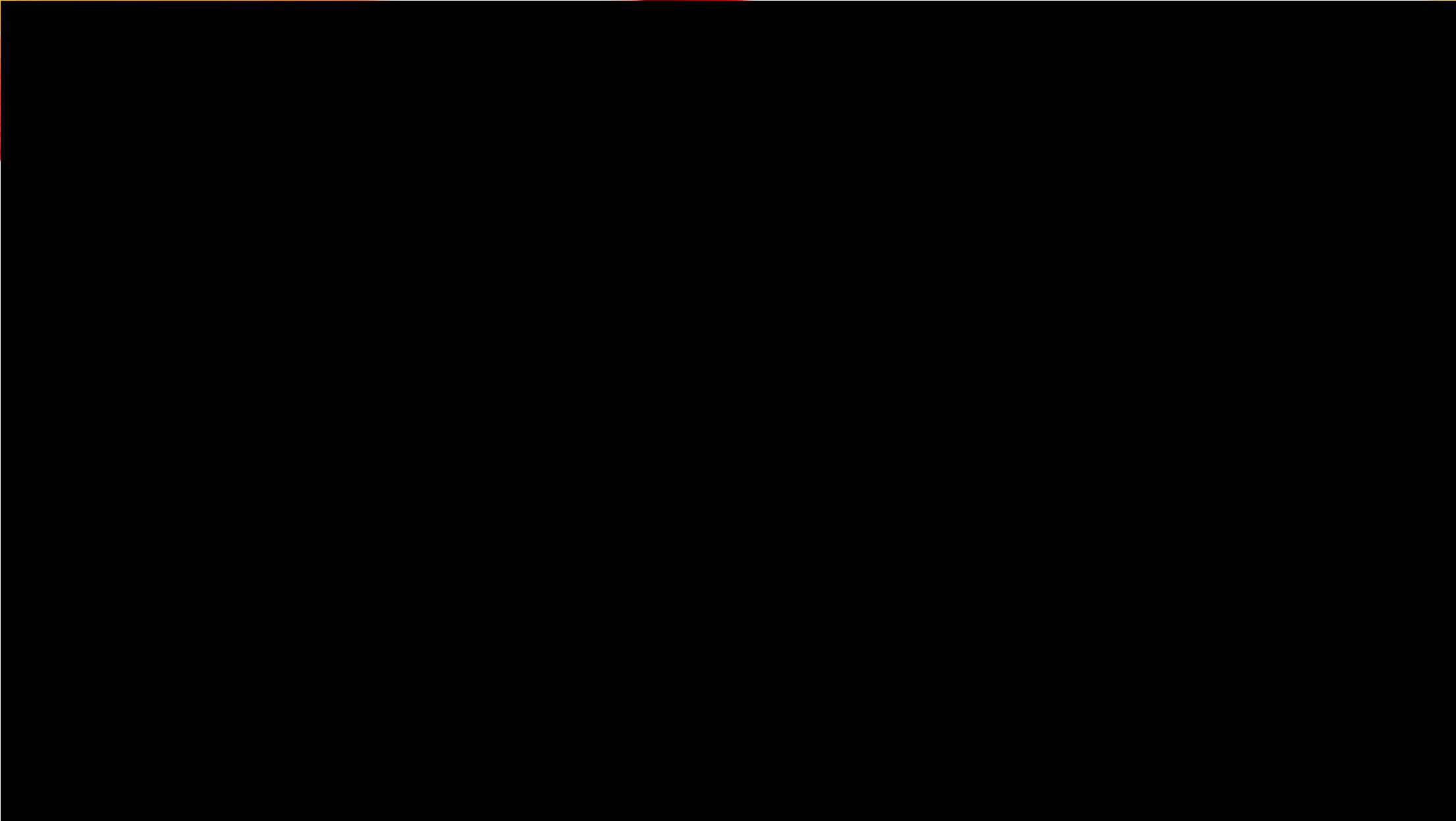
SCARCITY

AUTHORITY

LIKING

CONSENSUS





Source: <https://www.psychologytoday.com/ca/blog/the-science-behind-behavior/201812/why-did-people-pay-600-pair-20-payless-shoes>

AT YOUR TABLE

Principles of Persuasion Checklist

RECIPROCITY

COMMITMENT

SCARCITY

AUTHORITY

LIKING

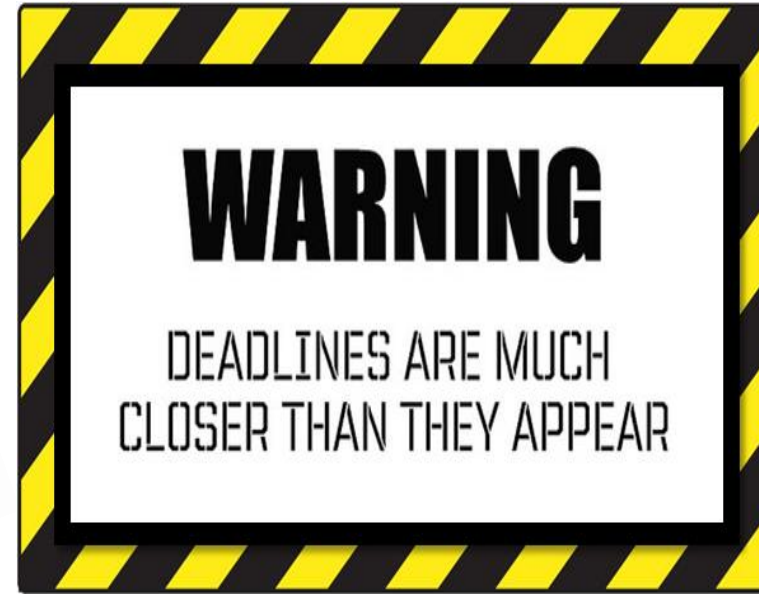
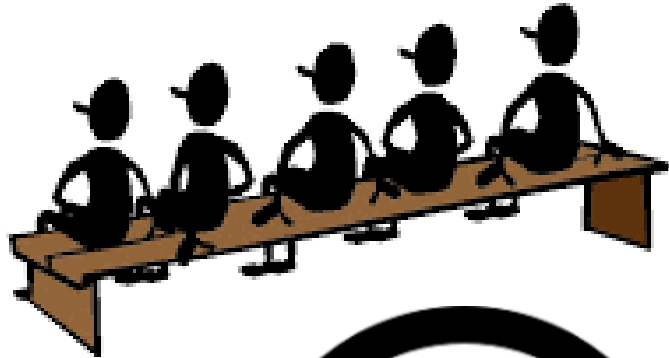
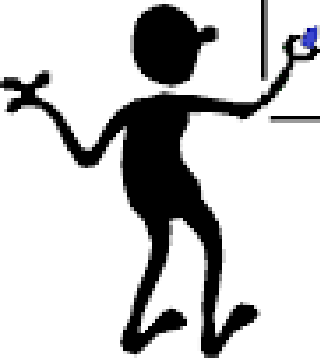
CONSENSUS



Hand Hygiene Compliance Rates

Unit 1 

Unit 2 



<https://www.youtube.com/watch?v=RIsBB6TmZvA>



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jackienugent@thp.ca



THANK YOU!

