THE ART OF PERSUASION

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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.
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.
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

- Reciprocity
- Commitment
- Scarcity
- Authority
- Likability
- Consensus
We feel obligated to return favours to people who have done favours for us in the past.
And the Answer is....

We are most likely to do what is consistent with what we have done in the past
We value scarce information and commodities more than things that are in abundance.
We believe what trustworthy and credible experts say.
LIKABILITY

We say yes to people that we like. Similarity, compliments and cooperative effort.
We trust the power of the crowd and like to be associated with popular things.
## Principles of Persuasion Checklist

<table>
<thead>
<tr>
<th>Reciprocity</th>
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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
- Likeness
- Consensus
Hand Hygiene Compliance Rates
Unit 1
Unit 2

WARNING
DEADLINES ARE MUCH CLOSER THAN THEY APPEAR

Handshake

Many hands with thumbs up
THANK YOU!

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