

“People think with reason... compelled by emotion...  
taken forward by character... with influence we can engage all three.”



## CARM® PERSUASIVE INFLUENCE – *Applied Persuasion*

### » Program Overview

How does communication become effective and powerful? Is it a case that you have to be articulate in how you express yourself in language? Or do other important factors come into play, such as:

1. The attractiveness of your character;
2. The degree of likeability in your personality;
3. The appeal in your message... 'what you say' and 'how you say it' ...the style of your dialogue.

At the end of the day, it's a question of; are you sending the right messages, the right way and are they having the right effect – powerful and influencing, enough to create a perceptual shift in someone else's thinking and behaviour.

This engaging program examines the many aspects that make up influence, including character and how your

character attributes are engaged within the domains of being influential. We identify those critical elements, the ones that will help you to become more appealing, resulting in dialogue that is more attractive to others.

*(You don't DO influence...  
BEING 'influential' through your  
whole approach is the KEY).*

You will gain an appreciation of both the factors and attributes that make what you say (content) and how you say it (process) more appealing by targeting areas that influence thinking and behaving. We will explore how to motivate people internally, by leading them towards thinking and behaviours that are more equitable and desirable and moving them 'away' from thinking and action that is less attractive.

You will develop an ability to draw others towards your messages, ideas and views without challenging or compromising theirs. Being influential

requires you to have the capacity to elicit and demonstrate understanding of others, their emotions, their motivation, what underpins their thinking, their views as well as what bothers them and what alleviates their needs or concerns.

This program introduces a number of proprietary models and frameworks including the 'CARM® Principle Centred Influence Model'.

The CARM® Approach to influence draws upon many of the Emotional and Social Intelligence competencies. ENABLING YOU to become more self and socially aware IMPROVING YOUR level of interpersonal effectiveness at a personal, social and professional level.



## Key Learning & Development Areas

### ➤ HUMAN NEEDS & FEARS IN COMMUNICATION

- We explore the interdependence of communication and relationships and the underpinning reasons why both can be disrupted and derailed when engaging in dialogue. We focus your attention on building emotional awareness & examining the alignment between our 'intentions' (what we think) and our 'actions' (what we display to others), creating a pathway for appealing dialogue.

### ➤ IMPACT OF EMOTIONS ON THINKING & BEHAVING

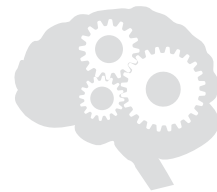
- You will develop emotional and social intelligence awareness about self and others as demonstrated through the CARM® Cognitive and Behavioural Pathway to highlight how our thoughts and feelings influence ours and others motivations, intentions and actions. You will undertake a range of exercises to help highlight the relationship between your interpersonal success and your level of emotional and social intelligence.

### ➤ THE ROLE OF VALUES IN BUILDING INFLUENTIAL CHARACTER

- You will engage in a process to identify core personal values and their alignment to attractive and appealing character traits vs potentially limiting values and their negative attribution and impact on communication. We will examine how your character is underpinned by your values and how this impacts your decision making and the logic in your thinking. This process does influence how and what we communicate to others and how our messages are interpreted.
- We will engage in a process of examining values that support positive attributes and increase the likeability factor around your Character. Which is critical in portraying the right image, the right message and the right intent, (reliable and genuine). This is a process where we learn the important positive values and how to engage them in dialogue.

### ➤ ENGAGING WITH EMOTIONALLY AND SOCIALLY INTELLIGENT INFLUENCING SKILLS

- You will develop and practice CARM® Applied Persuasive Model, which incorporates a range of ESI skills that helps to create influential communicators. We will review attributes and apply behaviours that establish and build connections and improve your ability to relate to others.
- You will learn to build appeal into your messages through priming other's powers of deduction, arousing their feelings and engaging their sense of morals, ethics and beliefs about what's right and what's wrong. These are powerful and effective cornerstones of persuasion and key to creating the 'right words, right voice and the right message'.



## ➤ Persuasion in Communication

*"Offering other ways to view a situation that appeal to that other person in such a way that it might motivate them to alter or adjust their own thinking/position or their approach/behaviour – perhaps even their belief or attitude."*

The 3 key cornerstones of applied persuasion include the domains of Character, Logic & Emotion.

### ➤ CHARACTER: A sense of identity, theirs and yours and a sense of Morals/Ethics/Right & Wrong

Character attributes seek to engage both yours and their sense of Morals/Ethics/Right & Wrong. Building a positive sense of 'you' and increasing your capacity to build trust.

We examine the features of character and how they positively attribute to your level of likeability and attractiveness. Your level of appeal increases when others experience certain positive interpersonal traits and behaviours.

CHARACTER incorporates BELIEFS & VALUES and will influence a person's level of acceptance of the logic and reasoning presented to them in your appeals, as well as the level of emotional stimulation they may experience in connection with the concepts presented to them through your dialogue.

## ➤ EMOTION: Arousing Feelings/ 'Compelling' others to action

Is about creating an opportunity to stimulate one's emotions in connection with different perspectives that support our's or others views, feelings, positions, interests or needs.

Emotional appeals raise issues, concerns, thoughts and ideas and connect these with feelings. It brings an emotional perspective into consideration and it is when human emotion is engaged and stimulated that motivation to change current thinking or behaviour is most effective and compelling.

You will learn how to engage others emotions (how they might/will feel). Raise their consciousness to areas that they are more likely to be drawn towards because they will 'feel' good/better (positive emotions) or avoid because they will 'feel' uncomfortable/bad/worse (negative emotions).

Given that thoughts and feelings are entwined, emotions are intermeshed with peoples logic and reasoning. Therefore, emotions are a most powerful form of influence. It is emotions that create and drive the "will" behind people's actions and behaviours.

How that person relates to your argument and hence, becomes emotionally primed to act differently, will be influenced by their perception of Your Character (trust issues) and the engagement of Their Own Character (their Values and Beliefs) and the perceived credibility of the logic in your argument.

## ➤ LOGIC & REASONING: Priming Powers of Deduction

Logic underpins decision making... well, we'd like to think we are more logical rather than emotional, but emotion plays the biggest role in creating our drive and motivation.

However when we look to validate the decisions and actions we have made or taken, we turn to logic to make our point in the belief that it provides credibility to our view. Logic is what primes the powers of deduction both in others and ourselves. Logic & Reason has a certain power of its own, however the credibility and believability of the logic is affected by perceptions of the message bearer (YOUR Character), the level of engagement of the THEIR Character (their Values and Beliefs) and the level of negative emotion that might be currently aroused.

## ➤ APPLIED PERSUASION – Maximising your Influence:

Your success at applying persuasion will depend on the extent to which others may be influenced by your efforts at raising persuasive appeals. This will depend on a number of factors:

1. Your skills and ability in raising effective appeals, and finding the right combination to motivate the other person.
2. The extent to which the other person is emotionally affected or compromised and your capacity to remain helpful while working through where they are at.
3. The degree to which they feel passionate about what it is that you are discussing and how strongly they feel about their own views/opinions.
4. How deeply held their own values and beliefs systems are and whether these might be in competition with your message.

Equally, the opposite is true:

- The **more** developed your subset of Influencing skills;
- The **more** emotionally intelligent your approach;
- The **more** you can mutually align your positions, views or opinions;
- The **more** you can connect and engage values and beliefs systems that trigger cooperation within yourself and others...then the **more** successful you will be with your appeals.

## ➤ Who would benefit/who should attend?

This program is designed for people looking to develop excellent persuasive communication skills.

It will deepen your level of knowledge and skill in how to engage emotional & social intelligence in communications.

It will align character values with successful interpersonal behaviours, fundamental to both personal and professional effectiveness with others.

In addition:

- Managers and Senior Executives wanting to:
  - increase their level of influence with internal or external stakeholders
  - implement change that will impact stakeholders.

The program aligns to the 'capacity to deliver' communications – influencing skills within the NSW Public Sector

Capability Framework & Executive Capability Framework.

People looking for professional development opportunities to enhanced their communication techniques and improve working relationships.

## » Duration



This program can be flexibly delivered to meet your specific needs.

We offer the following options:

- TWO DAY (2 day) Professional Development (Coaching and skill based program)
- ONE DAY (1 day) Professional capability session
- HALF DAY (1/2 day) High Impact Coaching Sessions – (These are context specific sessions to address current workplace challenges).
- Talk to us to design a process for delivery that meets your current needs.

## » Methodology

Our learning approach incorporates a number of methodologies to ensure participants needs are thoroughly met. Throughout the professional development program, we actively engage and encouraged people to participate in the learning process.

We combine the theory with detailed situational case studies, interactive discussions and skill development.

Our presentations are supported by a range of mediums to stimulate interest, thought and retention.

We deliver a range of specifically designed proprietary tools. These tools are designed to help participants reflect on their current capabilities whilst providing guidance and direction for ongoing personal and professional development.

Participants leave our programs enriched with ideas as well as being

equipped with market leading tools for their application in the workplace.

This is invaluable for change to take place and for improvements in workplace communications.

Participants will develop a personal Persuasive Influence Plan in relation to something which is both relevant and critical for them. In addition to receiving ongoing coaching and support throughout the implementation process.

“ Peoples differing perceptions invites clarity...  
and we must deliver. ”

## » Further information

For more details about this program including coaching outcomes, learning strategies, delivery options, please phone 1300 367 475 or email [contact@carmthinking.com.au](mailto:contact@carmthinking.com.au)

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