



# INFLUENCING, PERSUADING & NEGOTIATING

Interactive Workbook

# THE 6 PRINCIPLES OF INFLUENCE

Drawing on the existing research, Robert Cialdini (Influence: Science and Practice, 1984) identified these six.

Reciprocity

Liking

Commitment and consistency

Authority

Social proof

Scarcity

Convincing others of the merits of an idea or plan needn't be a difficult experience fraught with worry and doubt. Rather, with the right skills, it can be pleasant, effective, and result in much-needed change.

# INFLUENCING



Think about a time when you have successfully influenced another person, how did you achieve this ?



Consider times when you haven't been successful in influencing, what do you think the differences are?