



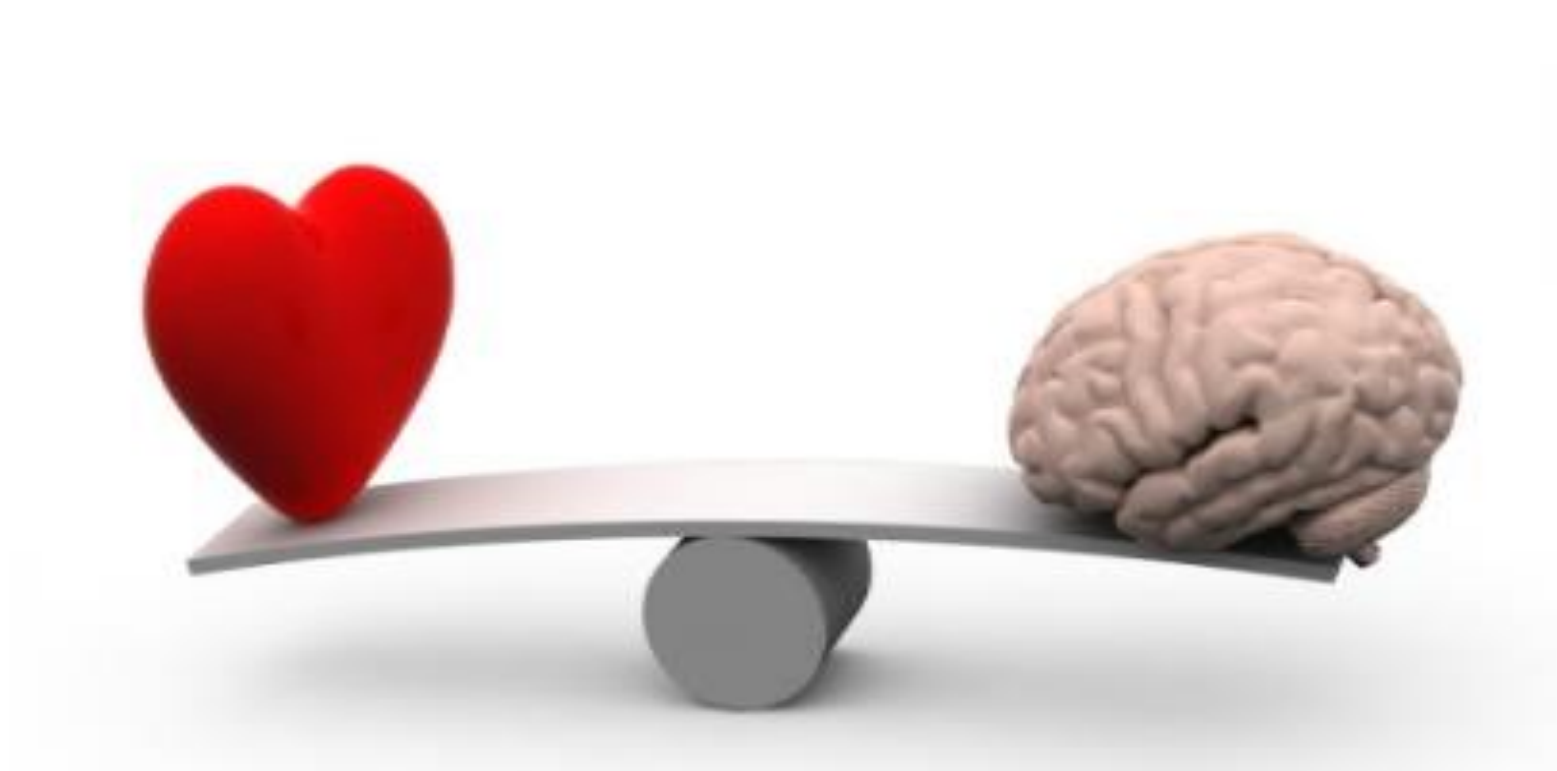
# **Persuasive Presentations**

# Persuasive Presentations

By the end of the Power Hour you will be able to:

- Generate interest and curiosity from the start
- Apply Cialdini's six principles and persuasive language to influence your audience
- End your presentations in a way that will gain agreement to action





A persuasive presentation must appeal to both the  
head and the heart/gut

# Get them Hooked!



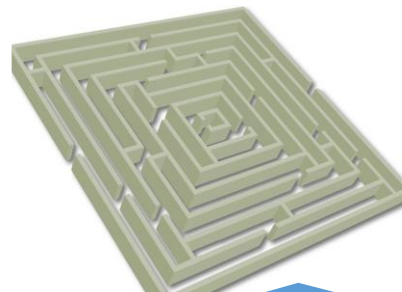
The 'shocking'  
headline



The vision



Audience  
participation



The tease



The surprise/  
dramatic start



# Cialdini's Six Principles of Positive Influence



Reciprocity



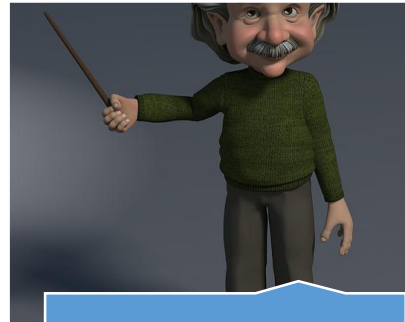
Commitment



Social Proof



Liking



Authority



Scarcity

# Positive Language



## POSITIVE

- Positive words are clear and are forward looking
- For example “Yes, I will, okay, I agree...”



## NEUTRAL

- Neutral words are ambiguous, add nothing and are often used for 'padding'
- For example “Possibly, just, try, maybe...”



## NEGATIVE

- Negative words are clear, and maybe uncomfortable to say or hear
- For example “No, but, can't, impossible...”

# Persuasive Words

**You**

**Easy**

**Guarantee**

**Proven**

**Results**

**New**

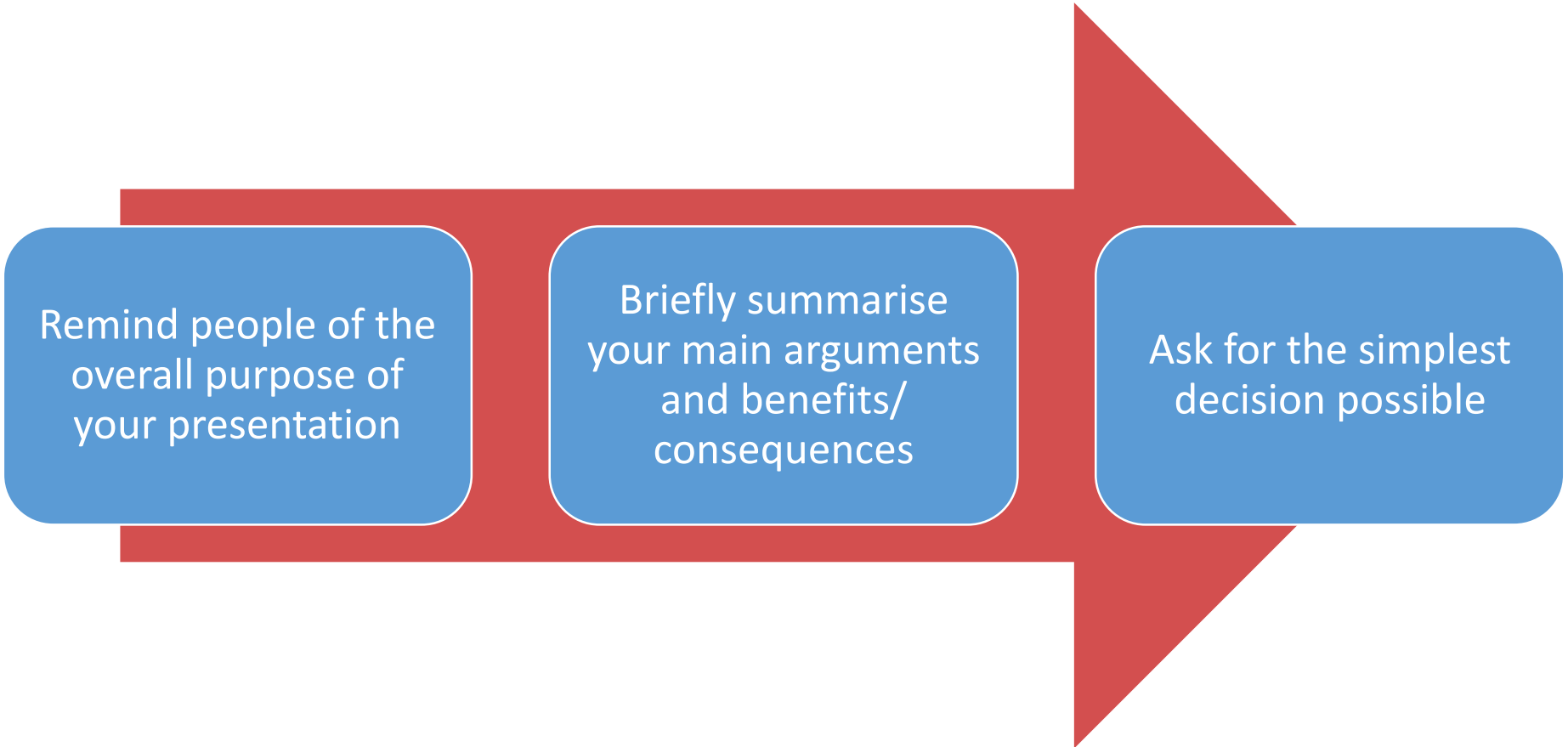
**Safe**

**Save**

**Discovery**

**Free**

# Call to Action



Remind people of the overall purpose of your presentation

Briefly summarise your main arguments and benefits/ consequences

Ask for the simplest decision possible



# Make it Work at Work

What are you going  
to **DO** as a result of  
this Power Hour  
Session?





Thank You  
&  
Good Luck