



Agile ORLANDO 2023

JULY 24-28

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Roslyn Martin

All Aboard!! The fine art of Human Centered Persuasion

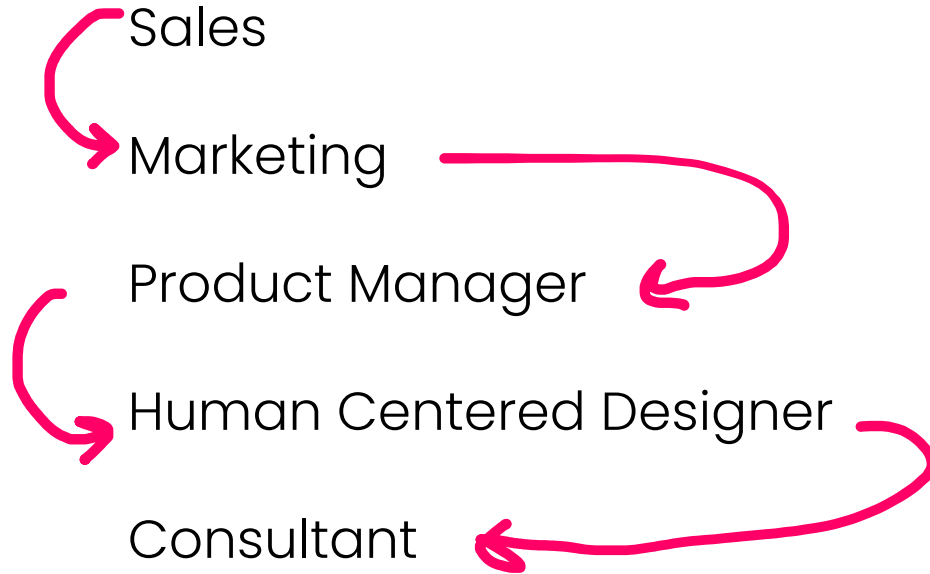


Agile ORLANDO
JULY 24-28 **2023**

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About me

Former Product Manager turned HCD Consultant



Roslyn
Martin

Director
CX and Innovation

What we do

We help organisations to be more human



INNOVATION STRATEGY

Design solutions that shatter assumptions, delight customers, and define growth possibilities sustainably



CUSTOMER EXPERIENCE STRATEGY

Design enriching products, services, and experiences by placing your customers at the centre of everything you do



EMPLOYEE EXPERIENCE STRATEGY

Creating engaging experiences for an adaptive and modern workforce

● ————— GROUNDED IN A HUMAN-CENTERED DESIGN APPROACH ————— ●



Stakeholder-whisperer

Warm Up Activity

🕒 2min

1. Find a partner
2. Move / act your feelings
3. Mirror your partner
4. Switch

Human-Centered Persuasion

Approach to influencing others using empathy and connection.
Understanding their unique needs and communicating in a way that's meaningful to them.



Traditional vs. Human-Centered Persuasion

HCP focuses on the audience needs and goals to achieve long term, win-win, ethical outcomes.

TRADITIONAL

vs.

HUMAN CENTERED

- Manipulation and exploitation
- Focus on persuader's goals
- One way communication
- Ethics compromised for immediate gains
- Focus on convincing audience at all costs
- Audience may feel controlled or coerced
- Short-term

- Empathy and understanding
- Focus on audience's needs
- Active listening and impactful communication
- Upholds ethics and values
- Builds trust and credibility with the audience
- Empowers audience to make informed decisions
- Long-term

Why?

HCP vs. Traditional persuasion

- Mutually beneficial
- Foster connection
- Achieve better outcomes
- Long-term relationships
- More ethical



6 Components of Human-Centered Persuasion

Centre your approach around the individual

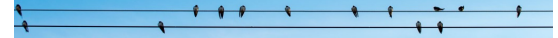
Understand
audience



Build
connection



Communicate clearly



Establish
credibility



Align to their
needs



Address concerns



Understand your audience

In today's world personalisation is expected. Your different stakeholders have different needs, some of which are below the surface

- See their world from their perspective
- Research to learn about their:
 - Goals (KPIs)
 - Motivators
 - Stressors
 - Language
- Build empathy for their situation
- Use tools: Empathy interviews, empathy map, desktop research, casual catch-ups



Build connection

Build rapport to create a positive emotional connection with your audience.



- Establish common ground
- Active listening
- Communicate understanding of their situation and needs
- Show empathy

Active listening

involves fully concentrating, understanding, responding, and remembering what the speaker is saying



- Be curious
- Try to understand how they feel
- Use verbal and non verbal cues
- Paraphrase and summarise
- Avoid judgment
- Mirror body language

ACTIVITY: Active listening

Active listening is a core skill to build trust rapport and communicate empathy

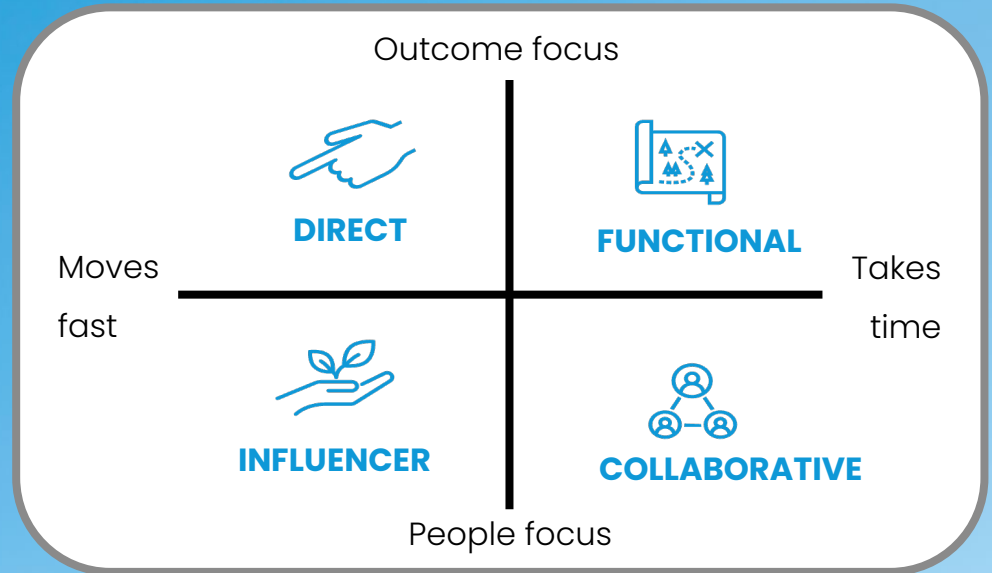


- 1. Partner up:** Find a partner
- 2. Person 1 Ask and note:**
 - What are their goals for conference?
 - What motivates them in life?
 - What stresses do they currently face?
- 3. Person 2 Active listen:**
 - Mirror body language
 - Verbal and non verbal nods
 - Paraphrase
- 4. Reflect:** How did it feel for each of you?

Communicate clearly

Explain your idea in a clear and concise manner, emphasising the benefits and how it addresses your audience's needs

- Identify their communication style
- Use their words
- Match their body language, tone and pace
- Use their preferred communication channel



Communication Styles: Direct

Consider your audiences communication style, try to match it



DIRECT

Direct communicators:

- Blunt and intense
- Prefer hard facts
- Focused on the end result
- Uncomfortable with ambiguity
- Struggle with small talk
- Get straight to the point

How to work with them:

- Be clear and concise
- Avoid unnecessary details
- Try not to take offence to their bluntness
- Focus on the results and benefits
- Provide clear actions and next steps

Communication Styles: Functional

Consider your audiences communication style, try to match it



FUNCTIONAL

Functional communicators:

- Like process, precision and detail
- View from multiple perspectives
- Thrive with clear expectations and firm deadlines
- Analytical thinkers
- Struggle with 'Big picture' want the thinking

How to work with them:

- Expect them to ask many questions
- Demonstrate rationale and process to get to thinking
- Keep it factual
- Minimal emotive words



COLLABORATIVE

Communication Styles: Collaborative

Consider your audiences communication style, try to match it

Collaborative communicators:

- Focus on people over results
- Want solutions that work for everyone
- Great at thinking big picture
- Struggle with decision making
- Look for consensus before deciding

How to work with them:

- Prepare for multiple follow up conversations to keep them on track
- Ensure others are onboard as well
- Talk about the impact on people



INFLUENCER

Communication Styles: Influencer

Consider your audiences communication style, try to match it

Influencer communicators:

- Believes emotional connections amongst the team bring success
- Are excellent visionaries
- Prefer informal discussions
- Enjoy friendly small talk
- Struggle with detail and follow through
- Comfortable talking about feelings

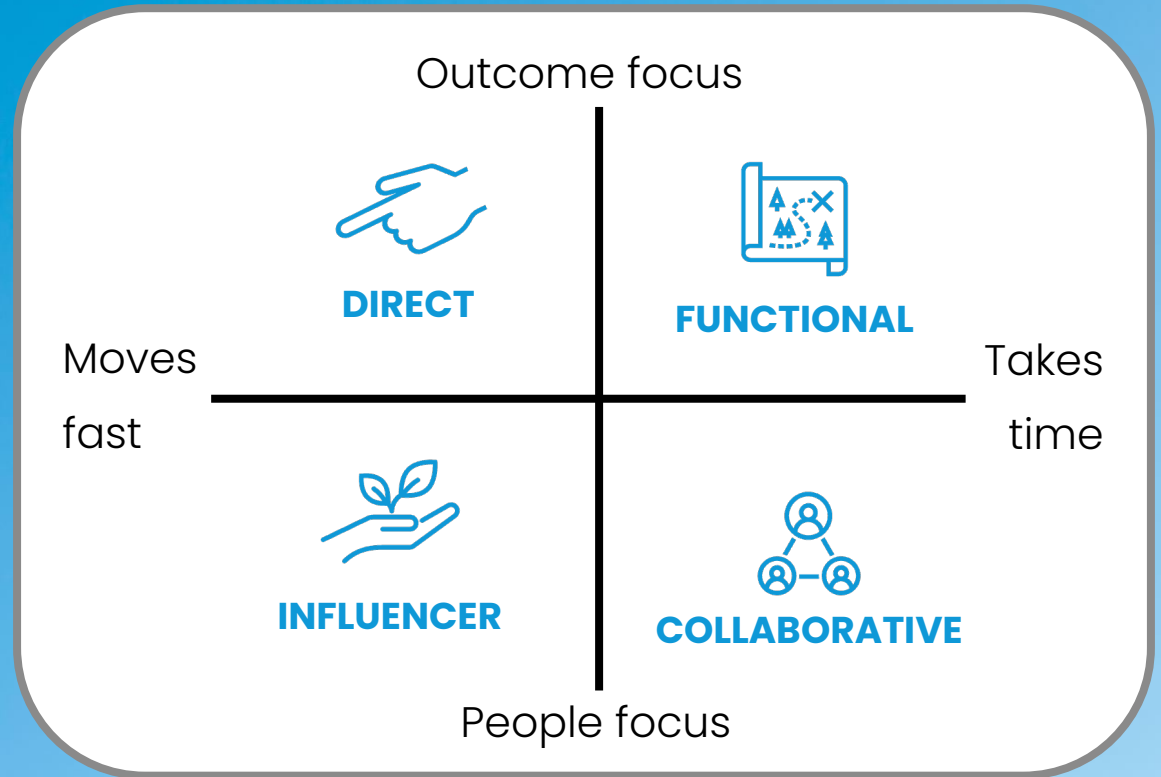
How to work with them:

- Collaborate
- Focus on the 'why' not the 'how'
- Informal discussions
- Mention impact on people
- Use emotive language

Activity

What's your communication style?

- 1 Reflect:** What is your communication style?
- 2 Share:** with your table
- 3 Discuss:** How do you prefer to be communicated with?



Establish credibility

Demonstrate your expertise and credibility on the topic to build trust in the idea.

- Refer to the evidence to support the case
- Use statistics, case studies, and testimonials to support your point
- Gain support from a trusted advisor
- Build your track record





Align To Their Needs

Tap into the emotions of your audience by highlighting the personal benefits of your idea and the positive impact it can have on their lives.

- Highlight the benefits
- Tie the outcomes and impacts to their objectives
- Communicate how it satisfies their needs

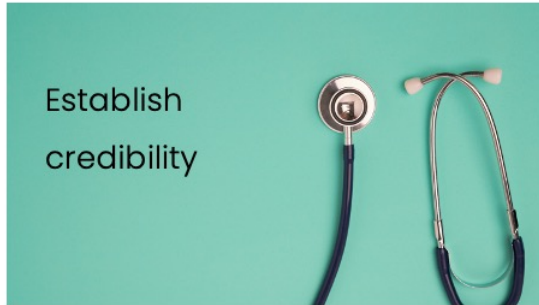
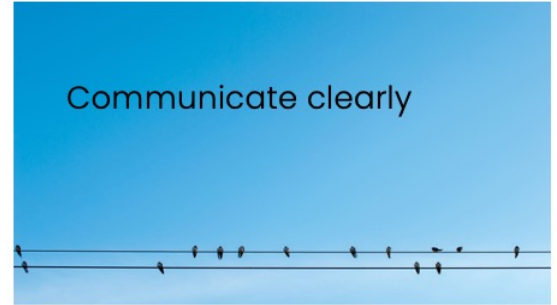
Address their concerns


Uncover any apprehensions or blockers to adopting your perspective then address them or pivot accordingly.

- Ask if they have any concerns
- Think Win-Win
- Acknowledge their concerns
- Highlight mitigations to their concerns

Lets give it a go!

ACTIVITY: Persuade your partner to join the party tonight using human centered persuasion.





Story Time

Summary

Human-centered persuasion in an approach to influencing others using empathy, emotional connection and understanding their unique needs and motivations.

Centres around the human



6 components of effective HCP

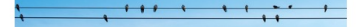
Understand audience



Build connection



Communicate clearly



Establish credibility



Align to their needs



Address concerns



Reflection

1. What was your top take out?
2. Where will you apply HCP when you're back at work?

Let's connect!



Roslyn Martin

Director of CX, EX and Innovation | MBA





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Outcome focus



DIRECT

- Blunt and intense
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- Uncomfortable with ambiguity
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- Get straight to the point



FUNCTIONAL

- Like process, precision and detail
- View from multiple perspectives
- Thrive with clear expectations and firm deadlines
- Analytical thinkers
- Struggle with 'Big picture' want the thinking

Moves fast

Takes time



INFLUENCER

- Believes emotional connections amongst the team bring success
- Are excellent visionaries
- Prefer informal discussions
- Enjoy friendly small talk
- Struggle with detail and follow through
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COLLABORATIVE

- Focus on people over results
- Want solutions that work for everyone
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- Look for consensus before deciding

People focus

