



Click to progress through and press ESC at any time to quit

PERSUASION Rx:

How to Influence Patients

Review: 4 Tips

The SUASION Staircase

Review of the
SUASION
staircase



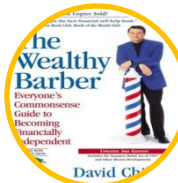
Click on arrow
when finished



Tip #4 Remind & Enable



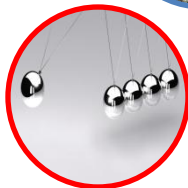
Tip #3 Use Emotion



Tip #2 Use Testimonials



Tip #1 Create a DD



Where do you want to start? Click the bubble of your choice.

The big picture of how people change behaviour

What the person says on each step of change

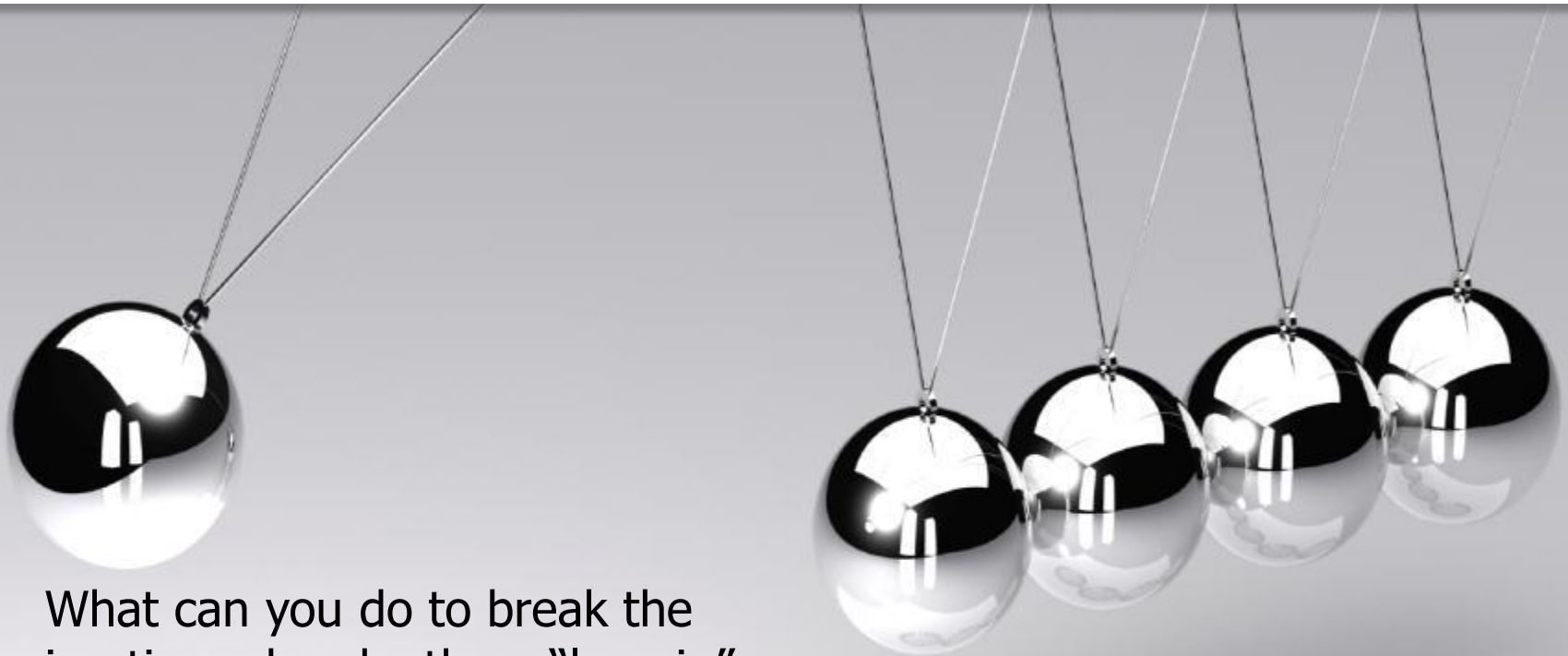


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Tip 1 - Create Disorienting Dilemmas

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What can you do to break the inertia and make them "lean in" or say "Oh shoot, I better listen"?

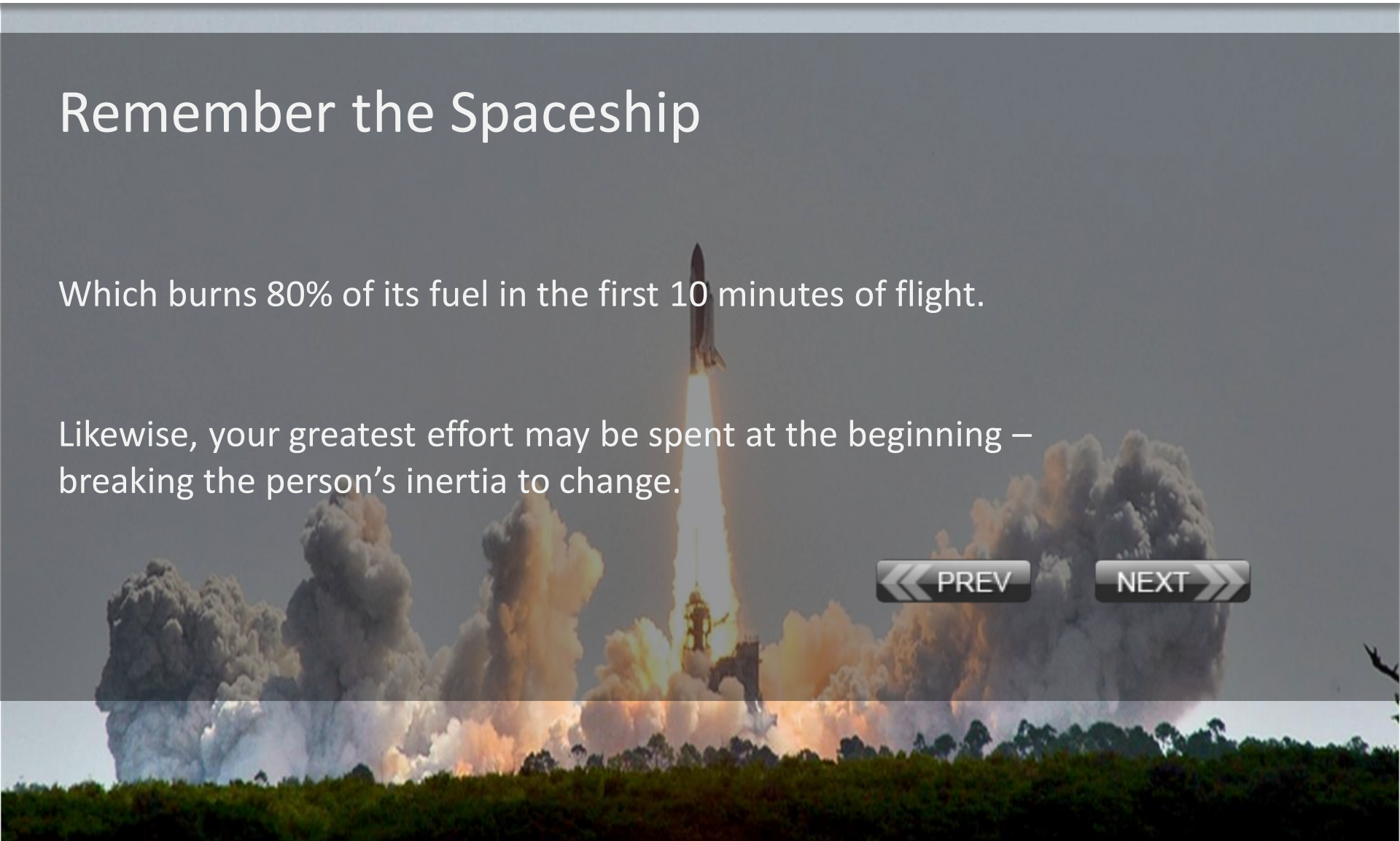
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The Disorienting Dilemma

Remember the Spaceship

Which burns 80% of its fuel in the first 10 minutes of flight.

Likewise, your greatest effort may be spent at the beginning – breaking the person's inertia to change.



Sample Disorienting Dilemmas

Some ideas?

- A questionnaire
- A needs assessment
- A quiz
- A crossword puzzle
- True/False questions
- A surprising fact
- A story
- A testimonial
- A picture
- An anecdote
- A metaphor





Have fun! Your creativity
and perseverance are key!



Tip #2 – Use Testimonials

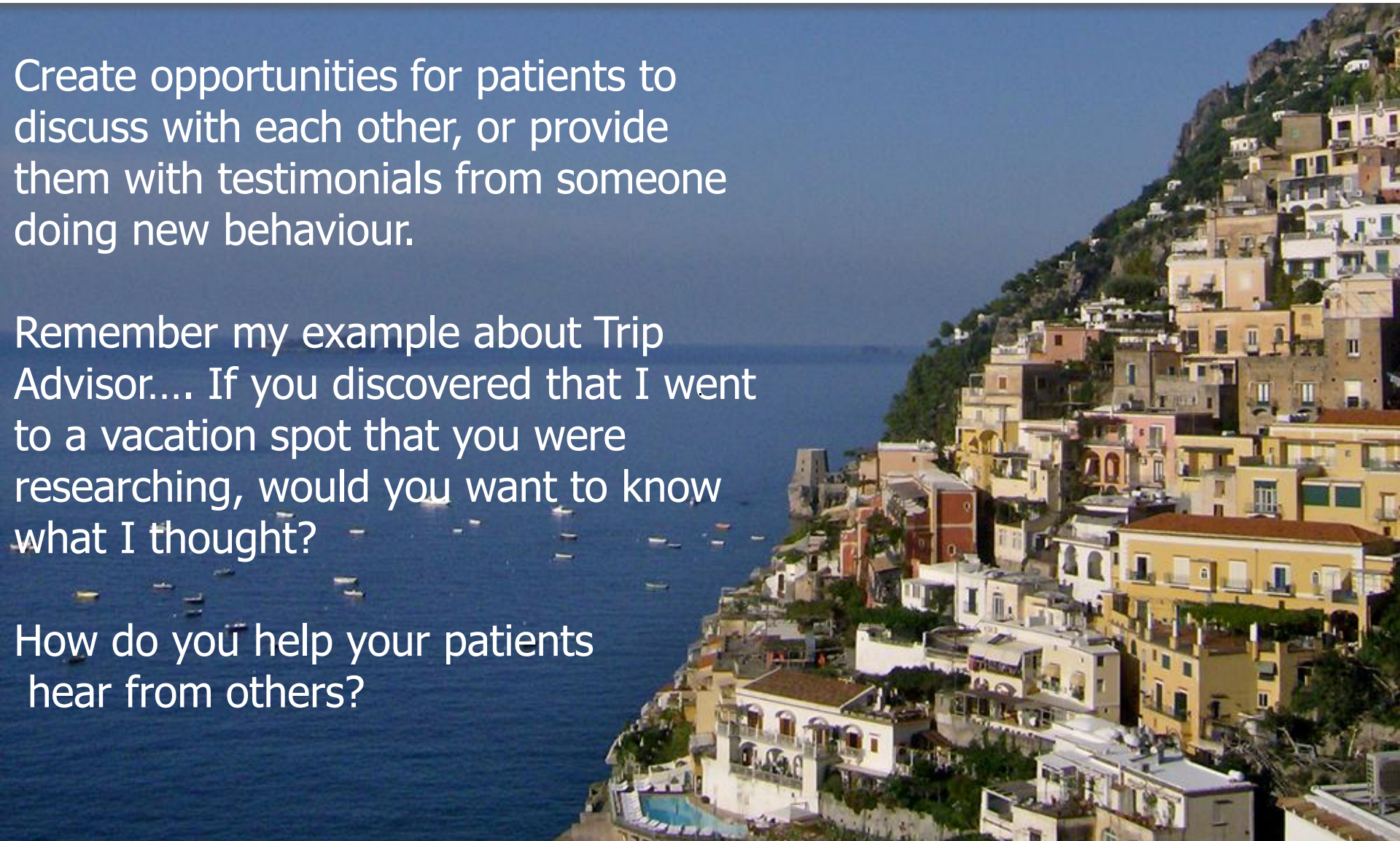
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Create opportunities for patients to discuss with each other, or provide them with testimonials from someone doing new behaviour.

Remember my example about Trip Advisor.... If you discovered that I went to a vacation spot that you were researching, would you want to know what I thought?

How do you help your patients hear from others?



Tip #3 – Use Emotion

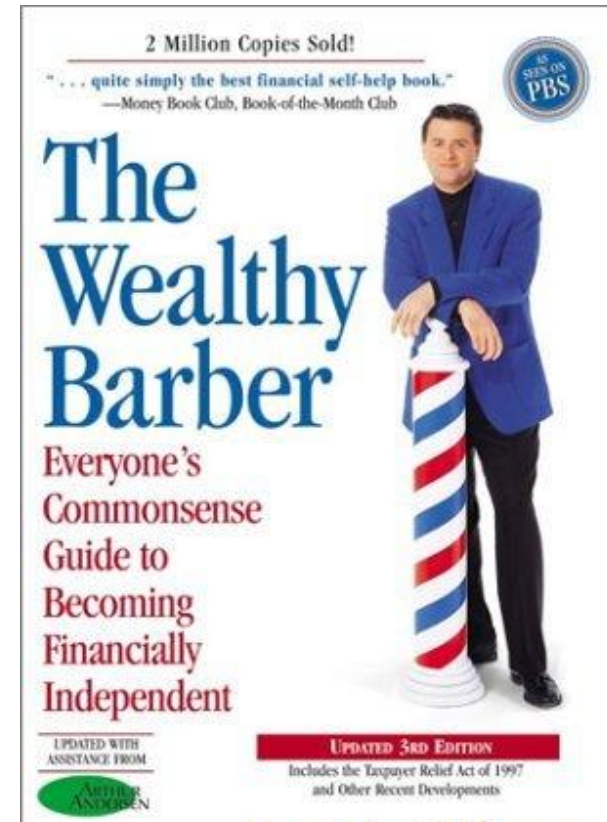
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Use emotion (stories, pictures, metaphors, analogies) before logic.

(Remember the story about “The Wealthy Barber”David Chilton “*influenced more people to take control of their personal-financial lives than any other speaker in this decade.*”)

How are you putting emotion before logic?



Tip #3 – Use Emotion

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Memory increases by 800% when we incorporate pictures.



Tip #4 – Remind and enable

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Provide reminders, enablers and 'check in' to identify and overcome barriers.

Your audience may want to change but they need help remembering! How can you help them?

Remember how much I *wanted* to buy the farm share just needed some help with remembering!



How will you continue your learning?

- 1) Sign up for our free monthly newsletter with ideas on leadership and influence. Click on www.excellerate.ca/aboutus and look for the “subscribe to our newsletter” button.
- 2) Contact jill.donahue@excellerate.ca to bring workshops, keynotes or coaching home to your organization.
- 3) Read books on how to influence ([click here for my top 10 list of favourite books on influencing behaviour](#) Influencer: The Power to Change Anything)
- 4) Watch great speakers (find TED online)

