

Persuading and Influencing Others Knowledge Course

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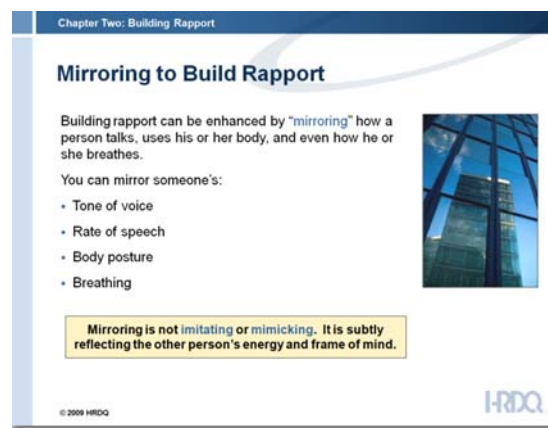
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Communication Styles

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ALL TITLES ARE FULLY CUSTOMIZABLE AND CAN BE DISTRIBUTED ON AN UNLIMITED BASIS.

-- Continued --

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“Creating” Style Communicators

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Messages: “Commanding” Communicators

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Chapter Four: Recipe for Success

Reciprocity

The principle of reciprocity says that we feel **obligated** to return favors. When we give something to someone, we create a feel of debt or obligation in that person.



- Do things for others out of a **sincere** desire to meet their needs
- Make **concessions**, as long as they don't undermine your integrity or reputation

An important aspect of reciprocity is the willingness to be influenced yourself.

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Chapter Two: Building Rapport

Assumptions: Communication Behaviors

Another filter that affects our communication is what we assume about certain communication behaviors. We tend to think our way is the “right” way, and others are wrong, rude, or strange.

Style differences to consider

- Animation/energy
- Directness of questions and answers
- Gestures
- Touching
- Closeness when standing
- Punctuality



As you review these style differences, keep in mind that some behaviors are personal, while others are cultural. You need to avoid making judgments about a certain group of people based on your experience with one person from that group.

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