



GRIFFIN HILL  
ACHIEVE MORE

**2 ROUTES OF  
PERSUASION**  
SKILL DAY

Exercise #1: For developing strong, long-term commitment to complete a role, responsibility, task or to achieve a goal.

1. The Central Route to Persuasion is used when you are striving to instill an all-in attitude in someone you lead and where the commitment is long lasting. A long term and strong commitment is needed when the performer will face difficulties, barriers or resistance—when the performer may need to persist for a period of time in order to achieve the desired results.

Problems and challenges requiring the central route to persuasion are often complex, tangled, required a high degree of analysis, research and thought. Stimulating interest and involvement is fundamental to using the central route to persuasion.

Choose someone you lead and an appropriate problem, task, goal or responsibility that fits this description

Person:

Problem, task, goal or responsibility:

2. Frame the problem and the desired outcome for the performer.
3. Consider ways that you can stimulate the performer to engage a high level of analysis.
  - a. What research can you invite the performer to pursue?
  - b. What statistics or facts are available for consideration? How can they be organized or displayed? Can an info-graphic be created?
4. What can you do to stimulate thought and depth of processing in the performer?  
What questions can you ask the performer?  
What can you invite them to read or write about?

Exercise #2: For developing short-term commitment to complete a role, responsibility, task or to achieve a goal.

1. The Peripheral Route to Persuasion is used when you need commitment for immediate or near-term action on a problem, task, or goal that has low complexity, does not demand analysis, research or thought. It may not demand a lot of skill but is likely urgent. At very least the need for completion is in the near term.

The task to be completed or the problem to be solved may represent a single step in a more complex problem or task. Breaking a complex problem into smaller steps is one way to effectively use the peripheral route to persuasion. Smaller, less complex steps are amenable to the peripheral route to persuasion. Smaller steps can also be used to stimulate interest and involvement that then become the gateway to the central route to persuasion.

Choose someone you lead and an appropriate problem, task, goal or responsibility that fits this description

Person:

Problem, task, goal or responsibility:

2. Frame the problem and the desired outcome for the performer.
  
3. Consider ways that you can stimulate the performer to want to complete the task or goal.
  - a. What social cues are available that would make the performer want to act on the problem or task?
  
  - b. Who can you use as an example or illustration—What celebrity appeal is available. organized or displayed? What illustrations, heuristics or stories can you tell?
  
4. What can you do to minimize over-analysis or thought and make the task and outcome very clear.