



# Convinced: The Science of Persuasive Leadership



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# *#0. Leadership?*

## What is **Leadership**?

- **Compelling Vision**
- **Model Way**
- **Empower Others**



# #0. *Is this ethical?*



*#0. Leadership?*

**What is the difference  
between leadership and  
management? (Pairs)**



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# *#0. Leadership?*

**Leadership is the ability to  
persuade or convince  
others to act**



# *#1. Rational decision making?*

**Kill your  
assumptions about  
humans being  
rational**



# *#1. Rational decision making?*

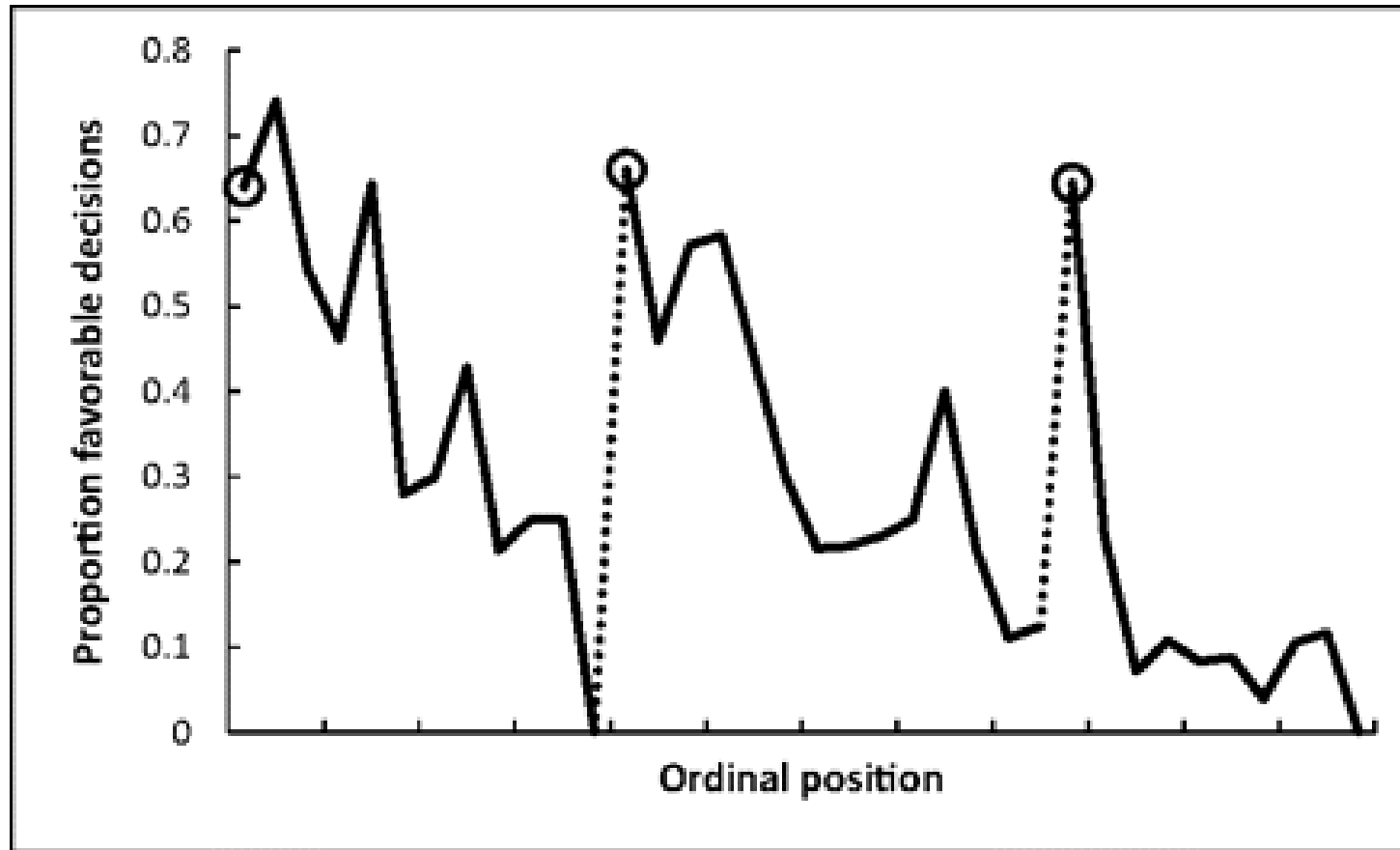


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# #1. Rational decision making?





# #1. Rational decision making?



# Stop & Practice— Think, Pair, Summarize

1

*On own*

**Think**

*1-2 ideas about how what  
you have learned so far  
might change your day to  
day work*

2

*Now in*

**Pairs**

*Discuss your ideas*

3

*Together lets*

**Summarize**

*Your responses and  
ideas*



# *#1. Paint a vision*

**Paint a **vivid vision**  
of the choices**





# *#1. Paint a vision*



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# *#1. Paint a vision*

**People believe what they **can see**. Even if they only see it in their minds.**



# #1. *Paint a vision*



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# #1. *Paint a vision*



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# Stop & Practice– Situation

1

*Imagine you are a leader that is having trouble getting employees to turn in time sheets each week*

2

*Now in  
**Pairs**  
Discuss how you might paint a picture or vision to help change behavior*

3

*Together lets  
**Summarize**  
Your responses and ideas*



## *#2. Model the way*

**Show don't tell**



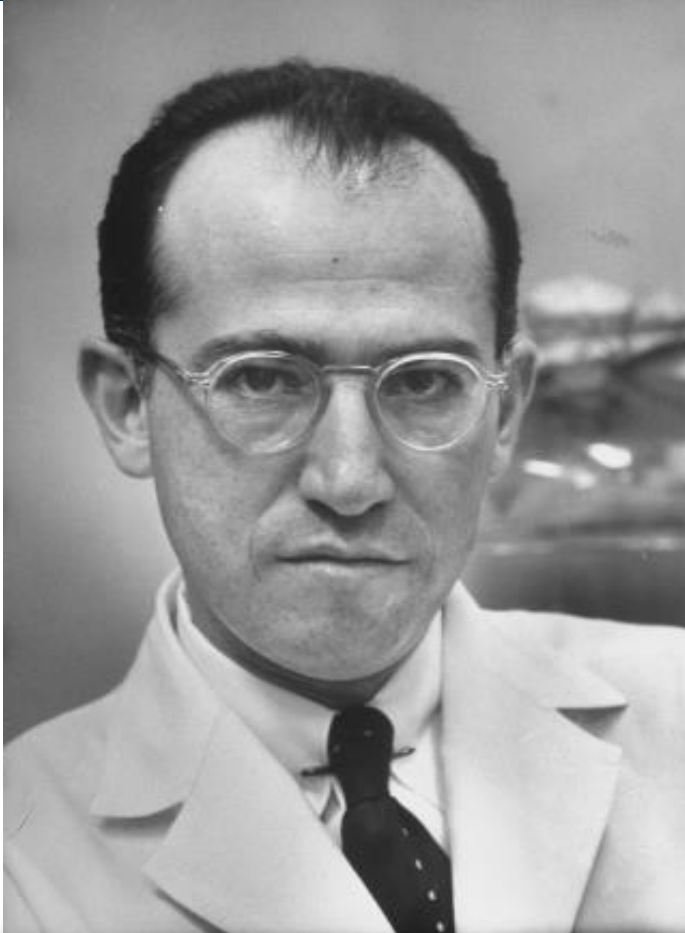
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## #2. Model the way-- Authority



So much  
depends on a  
lab coat



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## *#2. Model the way– Ask for small behaviors*



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## *#2. Model the way— social proof*



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## *#3. Empower Others*

# Path-Goal Theory Autonomy and Simplicity



## *#3. Empower Others– Limit Choices*

**Less but better**



# #3. Empower Others-- Limit Choices



# #3. Empower Others-- Limit Choices



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## #3. Empower Others– Points of Reference



**Create a  
point of  
reference**



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## #4. Leadership?

# What is Leadership?

- Vision
- Model Way
- Empower Others

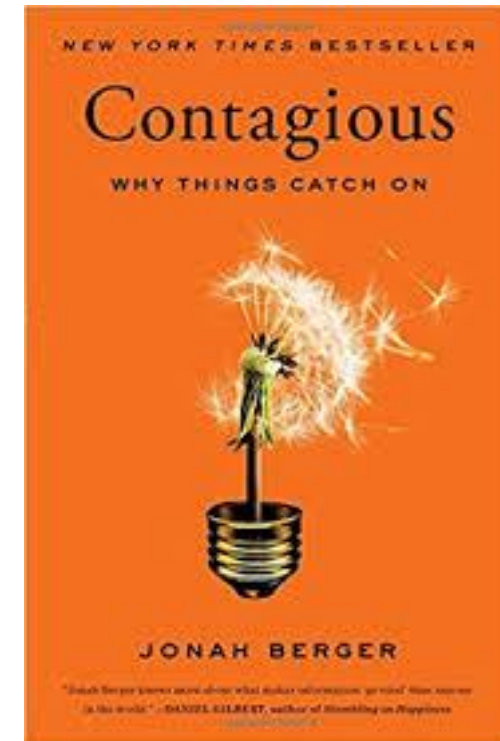
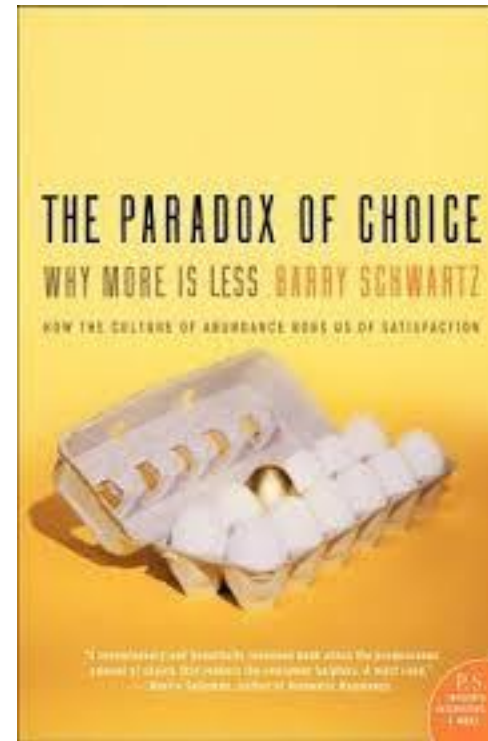
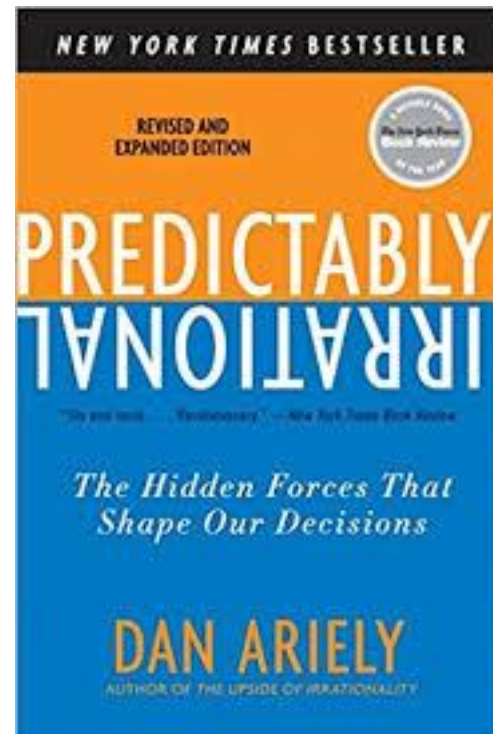
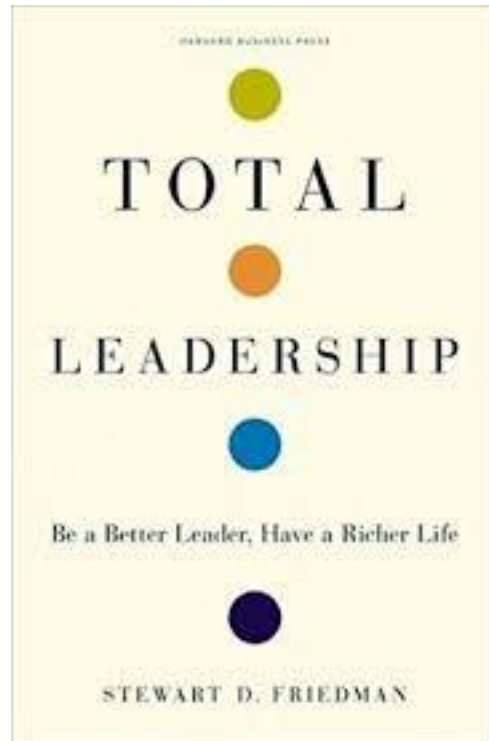


## *#3. Other things to keep in mind*

- **Seeding Habits**
- **Scarcity**
- **Stories**



# Reading List





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*Borderless*



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