



Partnership and Community
Collaboration Academy

Improve Your Persuasion Strategy

1. Identify a persuasion challenge: a situation where you are trying to change a person or group's attitude or behavior about an event, idea, object, or other person(s).
2. Complete the questions on page 2.
3. Share your takeaway on the [Self-Study Form](#).

Improve Your Persuasion Strategy

1. Who is your target audience?
2. What is the optimal or preferred outcome you seek?
3. What is the dominant characteristic of your target audience?

Uninformed	Sympathetic	Critical	Resistant
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4. Consider your audience, optimal outcome, and the four elements of persuasion below. Which elements are a key part of your current persuasive strategy?

Establish Credibility	Frame Common Ground	Provide Evidence	Connect Emotionally
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5. What actions could you take to strengthen or feature those persuasive elements that are underutilized in your current strategy?

Action 1:

Action 2:

6. Consider timing and situation. How might you identify or create a “persuasive moment”?