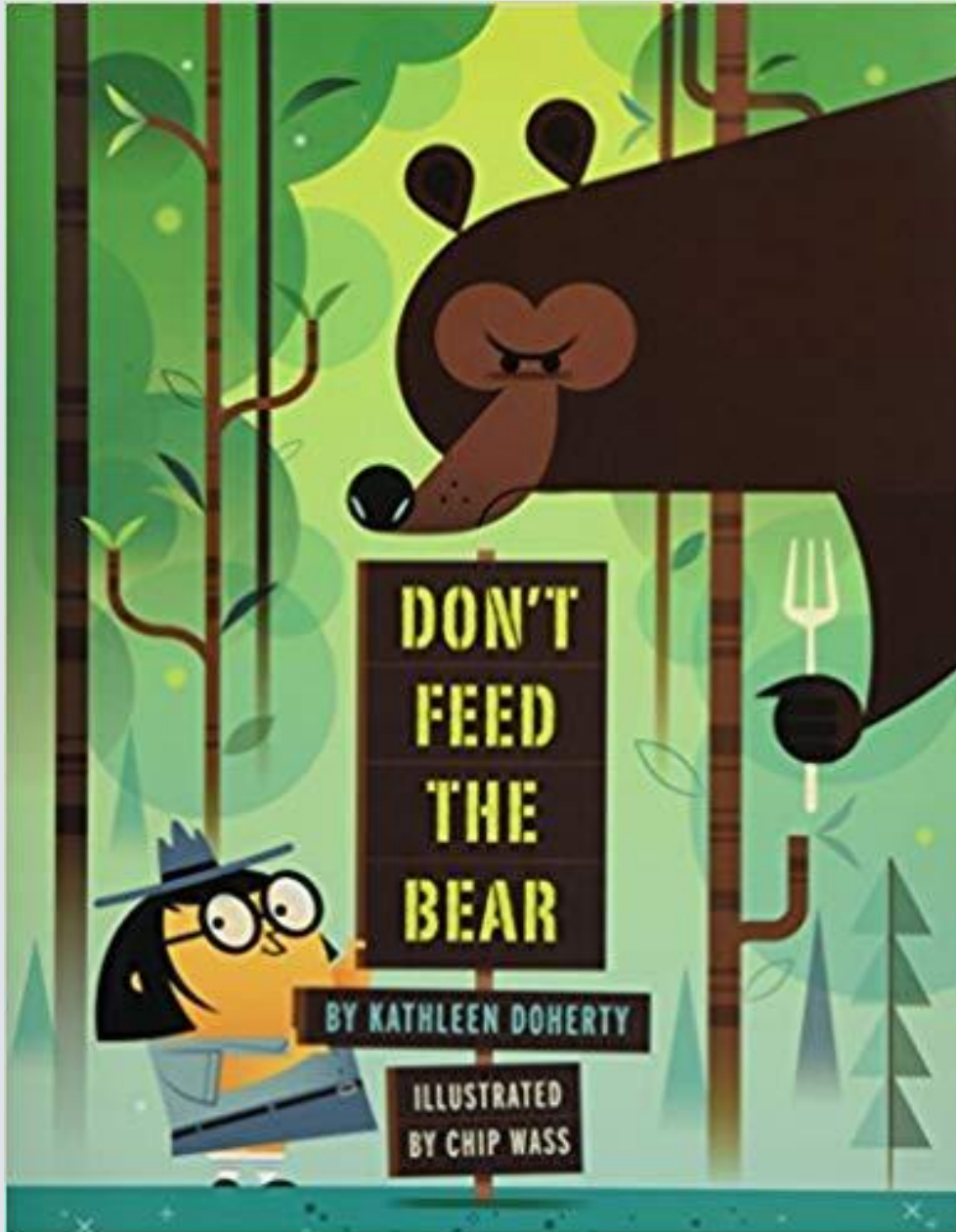


# Persuasion



Think of a time when  
you changed your  
attitude or behavior  
about something or  
someone.

How were *you*  
persuaded to change?

# What is Persuasion?

## Change

- A Person or Group's
- Attitude or Behavior

## About

- Event
- Idea
- Practice
- Other person(s)

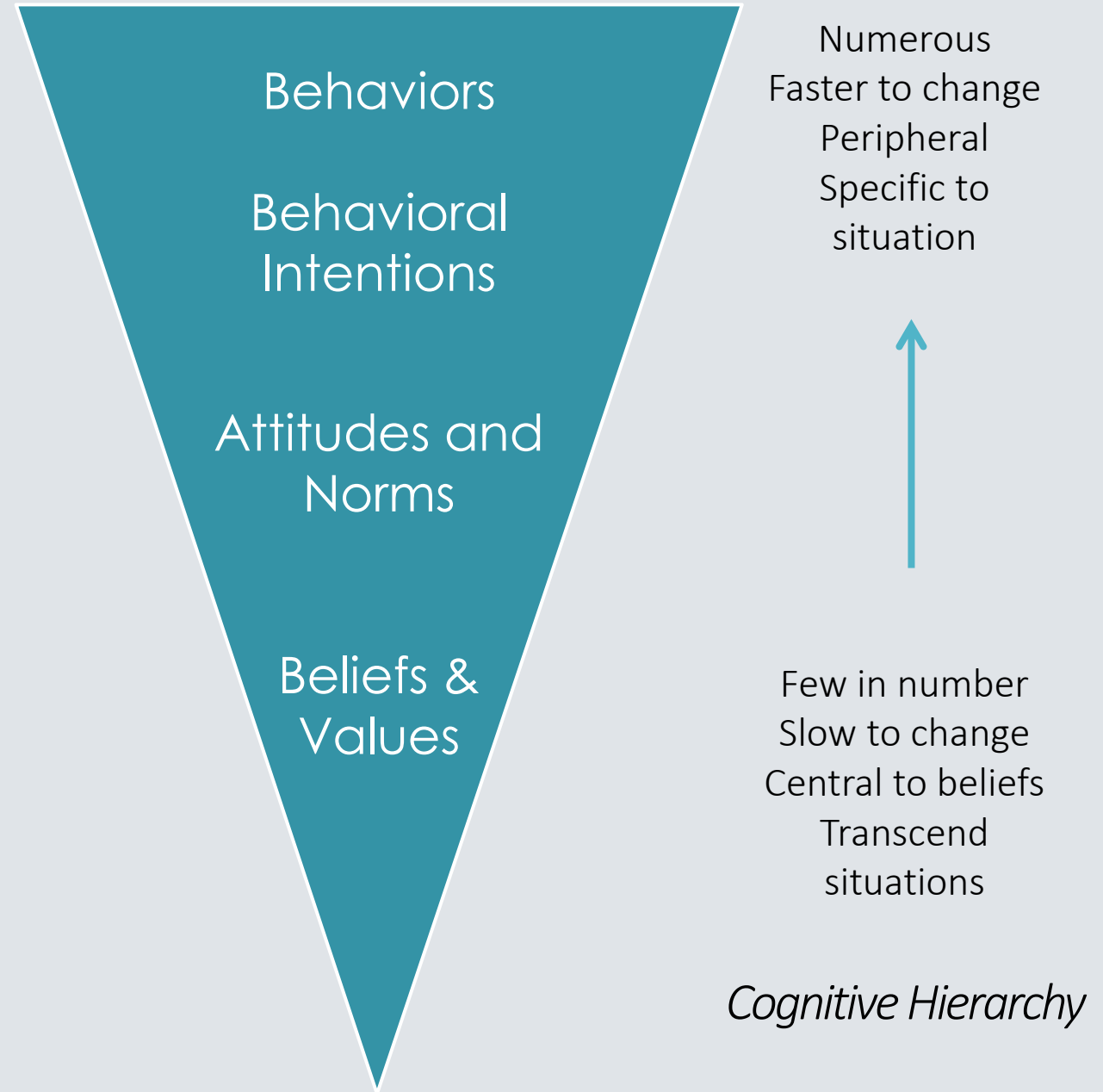
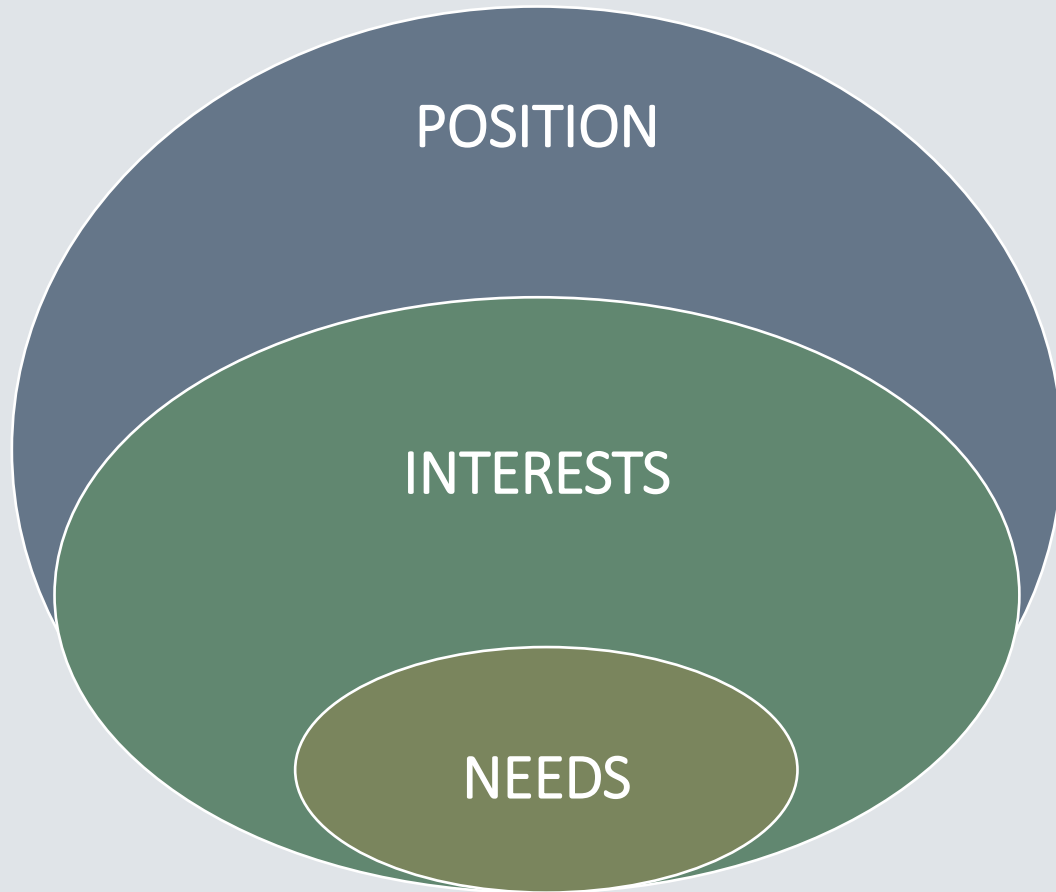
## Using

- Evidence
- Language
- Artistic or visual medium
- Shared Experience

## To Affect

- Reasoning
- Feelings
- Cooperation
- Actions
- Combination

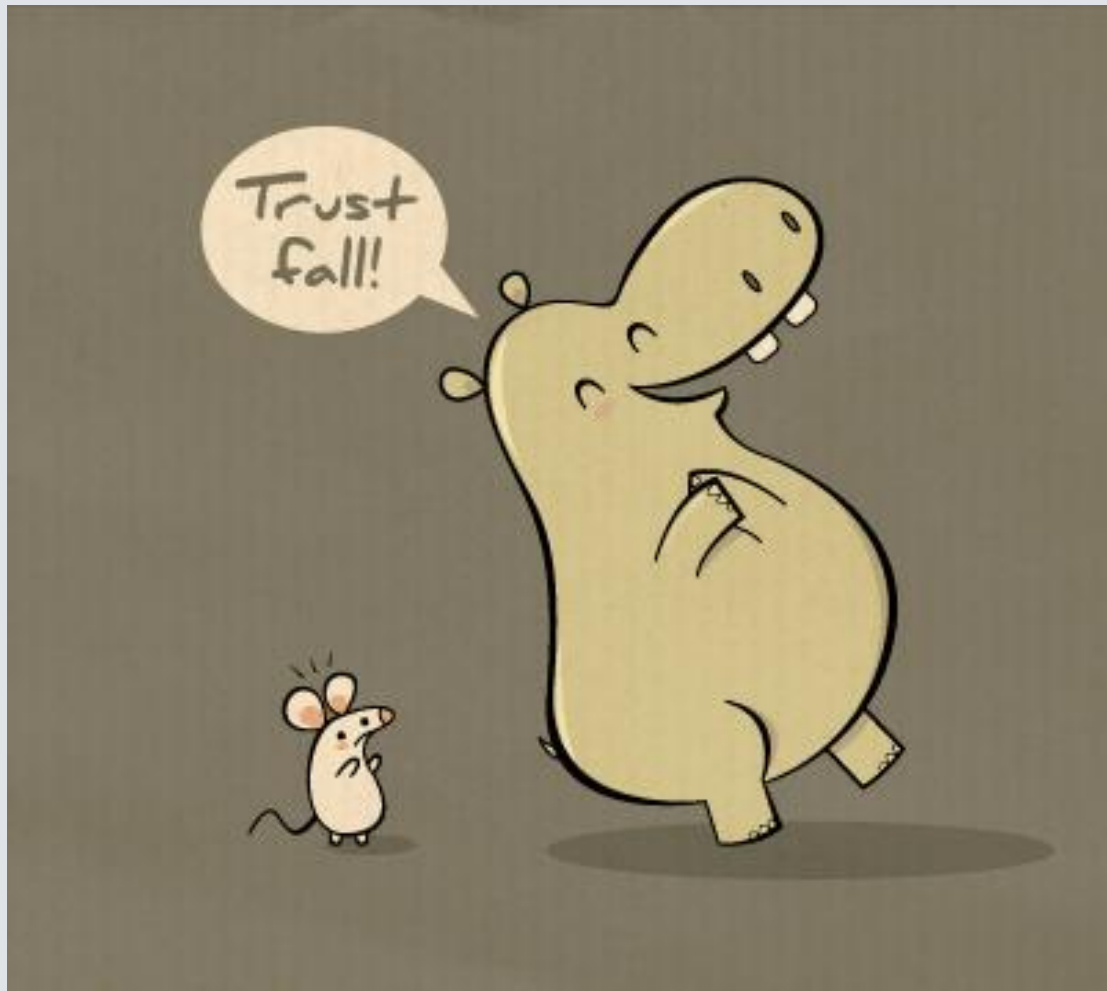
# Connecting Concepts



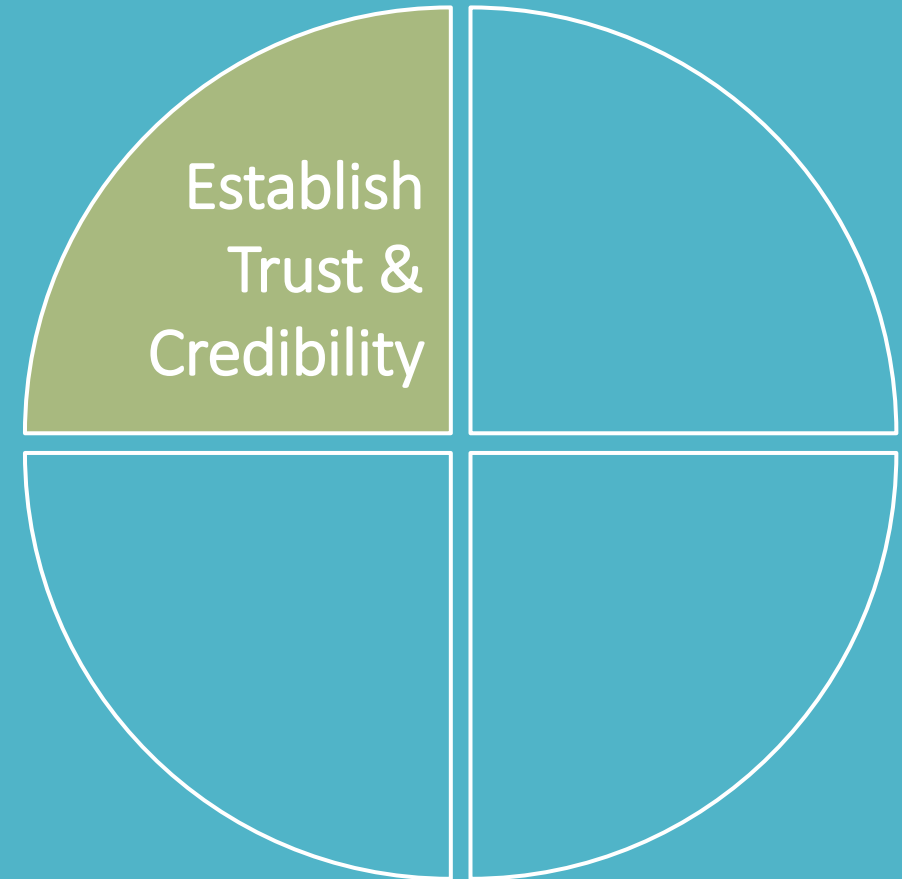


## Four Elements of Persuasion





## Four Elements of Persuasion



Time and  
repetition

Be genuine and  
accountable

Trust  
fall!

Connect  
personally

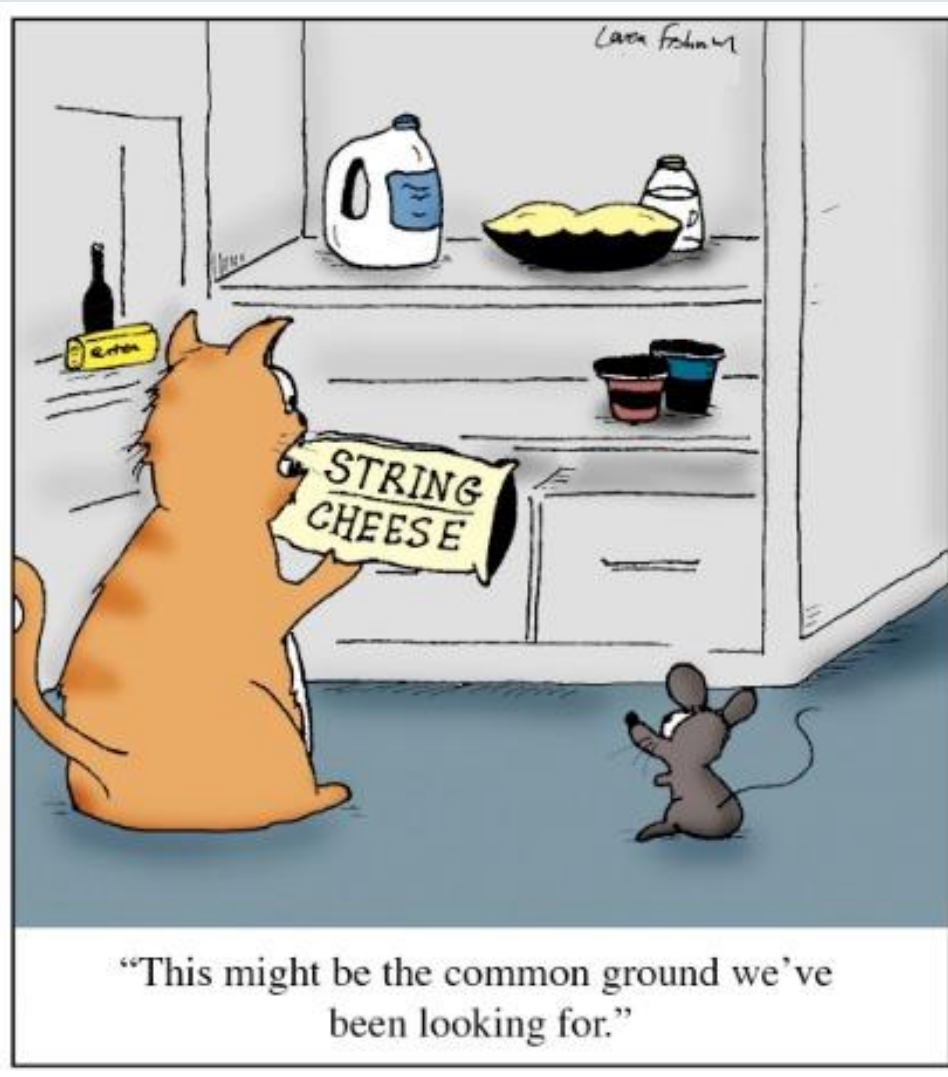
Work with a  
trusted peer



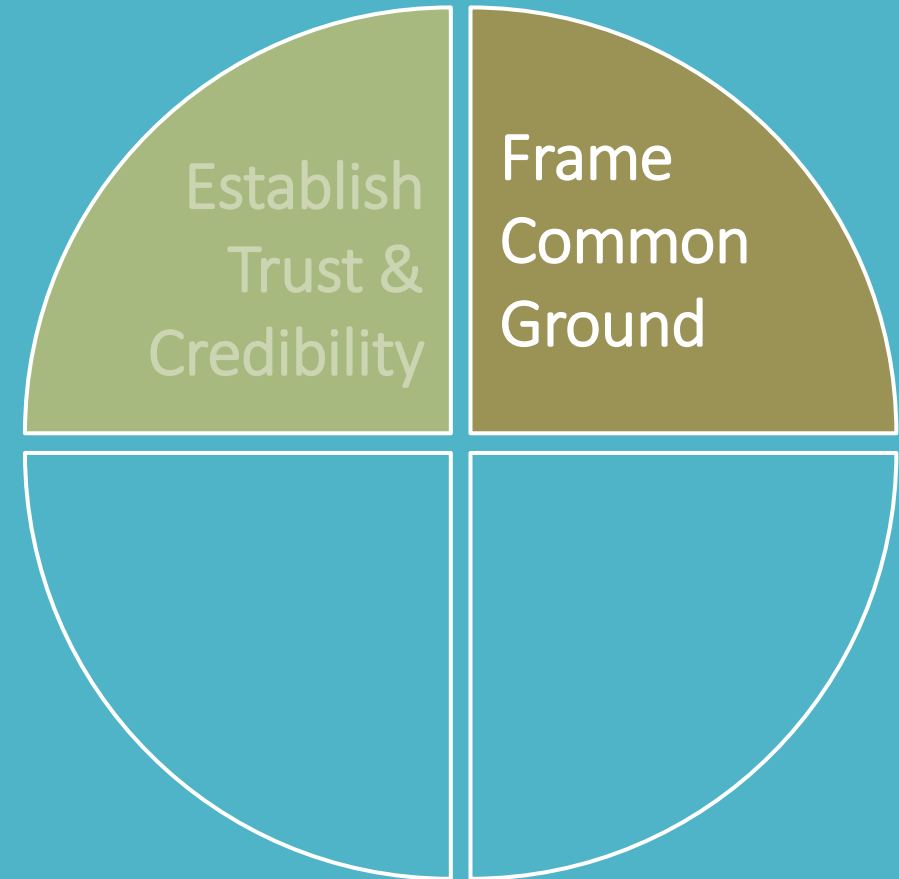
## Four Elements of Persuasion

Establish  
Trust &  
Credibility





## Four Elements of Persuasion





Identify common  
interests and  
concerns

Affirm shared  
values and  
outcomes

Break down  
barriers

Empathize and  
understand

Create alliances

"This might be the common ground we've  
been looking for."

## Four Elements of Persuasion

Establish  
Trust &  
Credibility

Frame  
Common  
Ground

## Grazing For Conservation

Cattle's taste for non-native grasses helps vernal pools thrive

Vernal pools are small, seasonal wetlands that form on open grasslands with winter rains. But non-native grasses threaten to overtake these unique habitats. Thankfully, cattle love the taste of non-native grasses! With good grazing practices, cattle help keep non-native grasses in check and vernal pools healthy.

A cow can eat about  
**50 lbs**  
OF GRASS  
a day

**90%**  
OF THE PLANTS  
growing on  
California's  
grasslands  
are non-native  
species



Conservancy fairy shrimp eggs



Vernal pool tadpole shrimp



Vernal pool fairy shrimp



Sacramento Orcutt grass seed

### Vernal Pools

provide many important ecosystem services. Not only do they provide a unique habitat for many plants and animals, but they also take care of us! Vernal pools catch rain, filter runoff and recharge groundwater supplies. Migrating birds on the Pacific Flyway also use vernal pools as a rest stop.

LESS THAN **10%**  
of California's vernal  
pools remain

**20 threatened and endangered species**  
live in and around California's  
vernal pools.



California tiger salamander



Butte County meadowfoam seed

## Four Elements of Persuasion

Establish  
Trust &  
Credibility

Frame  
Common  
Ground

Provide  
Evidence



## Grazing For Conservation

Be prepared

Non-native grasses thrive in seasonal wetlands that have been converted to grasslands with winter rains. Non-native grasses threaten to overtake these unique habitats. Thankfully, cattle love the taste of non-native grasses! With good grazing practices, cattle help keep non-native grasses in check and vernal pools healthy.

A cow can eat about **50 lbs** OF GRASS a day

Know your audience



Conservancy fairy shrimp eggs



Vernal pool tadpole shrimp



Sacramento Orcutt grass seed



Vernal pool fairy shrimp

LESS THAN **10%** of California's vernal pools remain

**Vernal Pools** provide many important ecosystem services. Not only do they provide a unique habitat for many plants and animals, but they also take care of us! Vernal pools catch rain, filter runoff and recharge groundwater. Migrating birds and the Pacific Flyway also use them.

Provide context

**20 threatened and endangered species** live in and around California's vernal pools.



California tiger salamander



Butte County meadowfoam seed

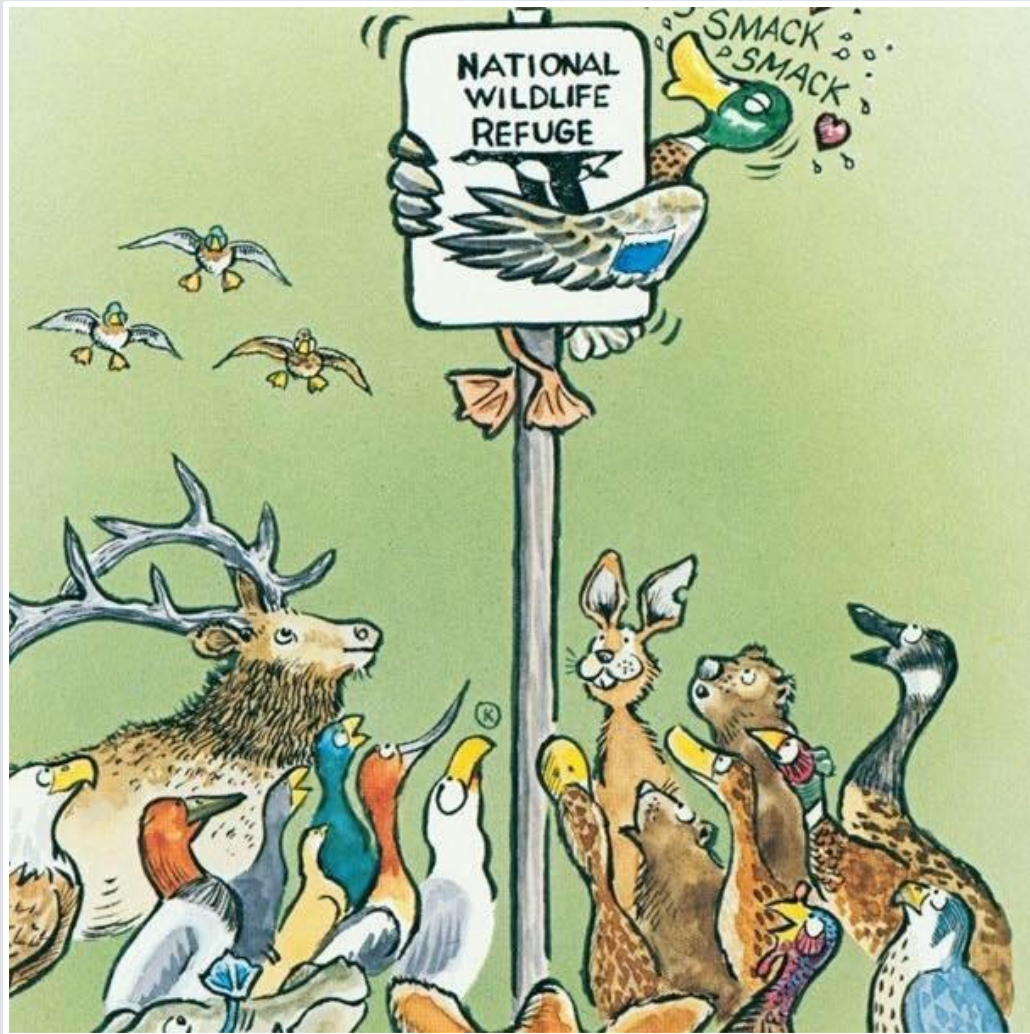
Creative, multi-modal examples

## Four Elements of Persuasion

Establish Trust & Credibility

Frame Common Ground

Provide Evidence



## Four Elements of Persuasion

Establish  
Trust &  
Credibility

Frame  
Common  
Ground

Connect  
Emotionally

Provide  
Evidence



Mirror body  
language



Use active  
listening

Use the arts and  
storytelling

Embodied  
experience

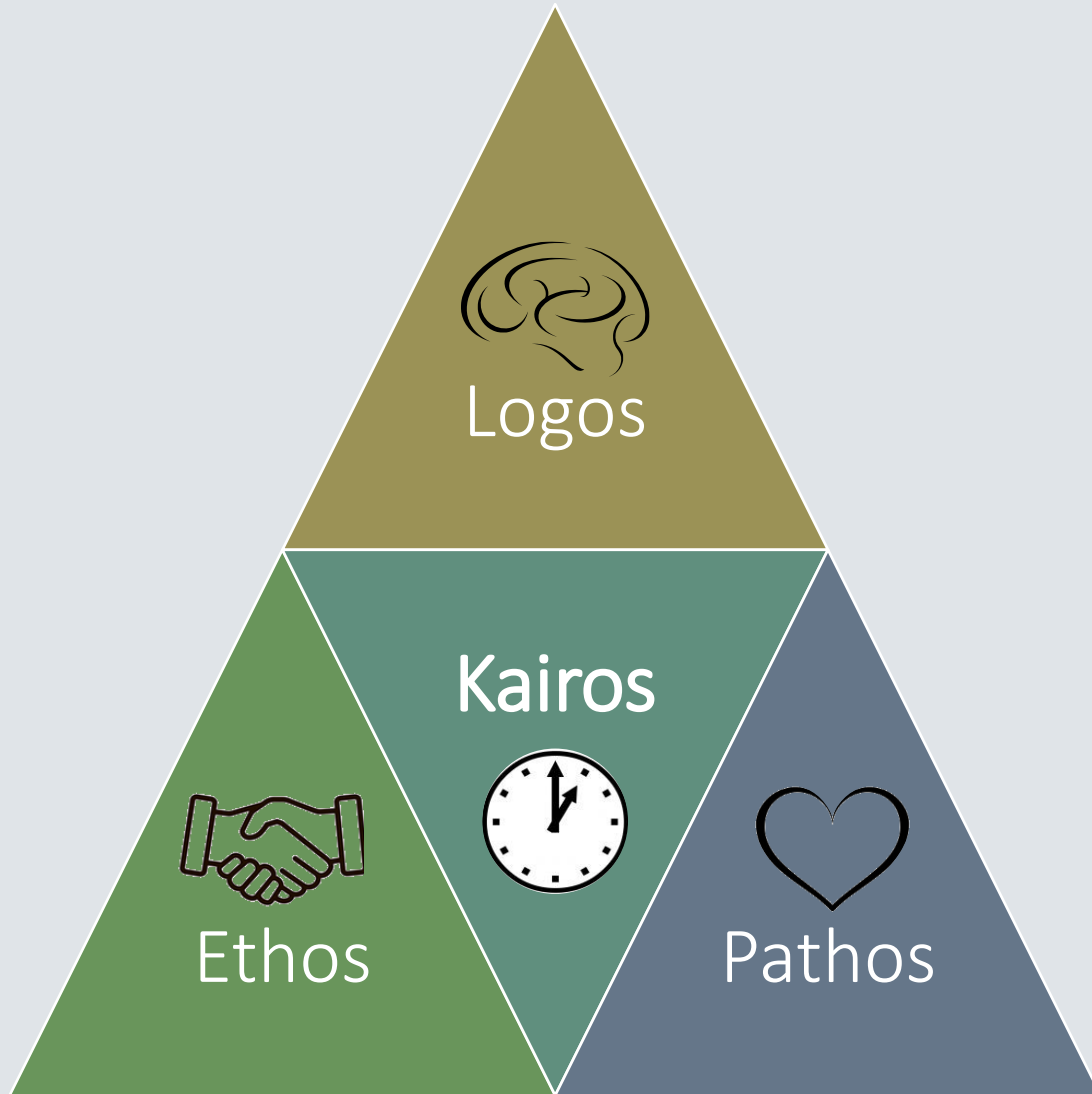
## Four Elements of Persuasion

Establish  
Trust &  
Credibility

Frame  
Common  
Ground

Connect  
Emotionally

Provide  
Evidence



# Find the Persuasive Moment

Location

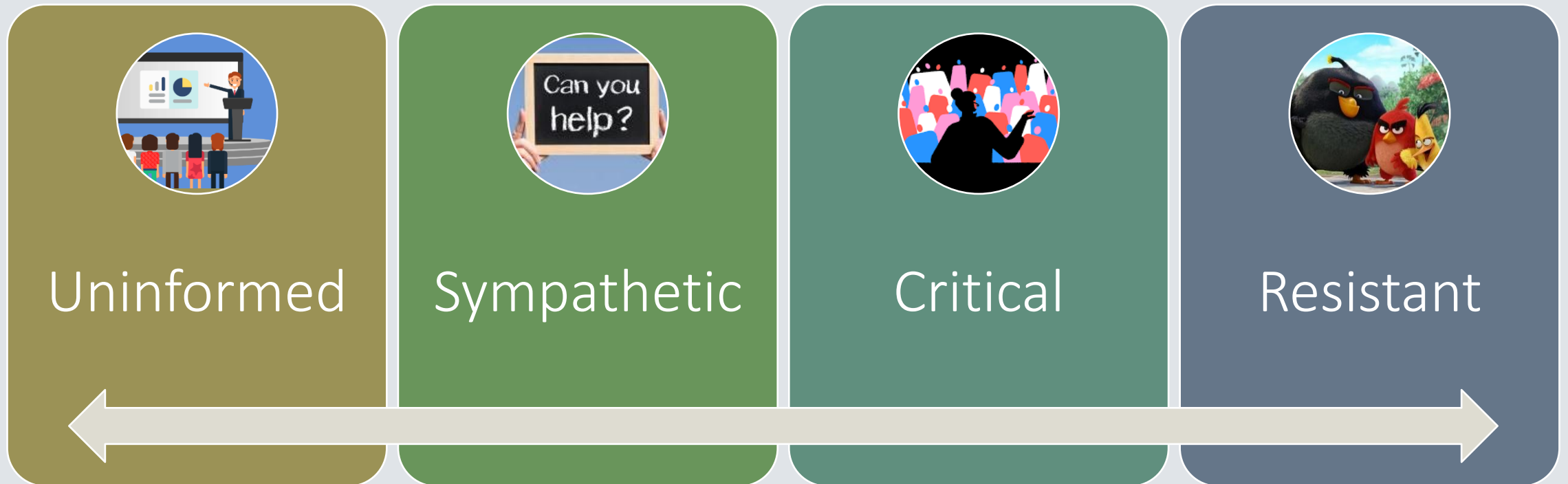
Situation

State of mind

Shared experience

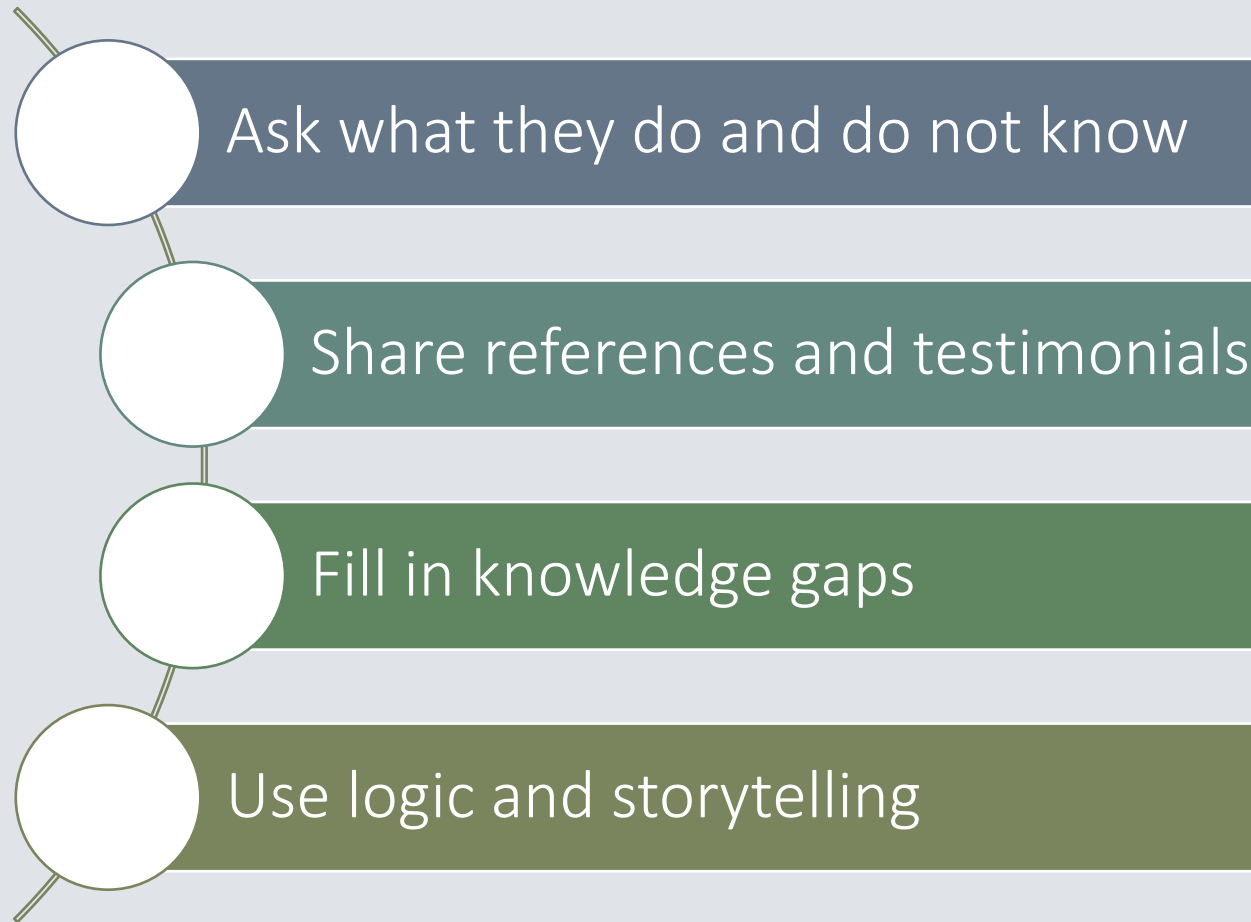


# Adapt to your Audience



*Imagine you are designing an aquarium exhibit on the impacts of ocean plastic pollution.*

# Uninformed

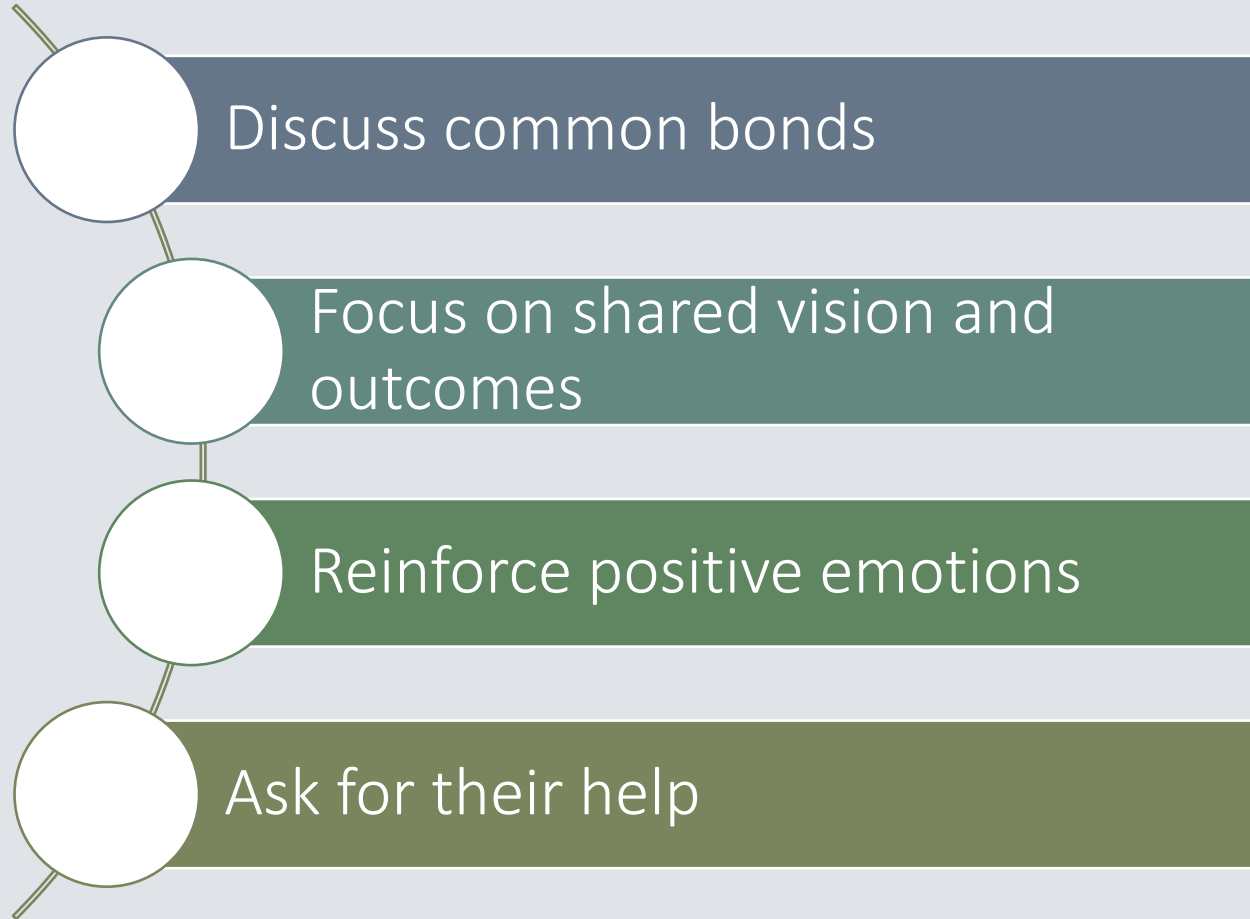


## Four Audiences



- ☐ Establish Credibility
- ☐ Frame Common Ground
- ☐ Provide Evidence
- ☐ Connect Emotionally

# Sympathetic



## Four Audiences



- ☐ Establish Credibility
- ☐ Frame Common Ground
- ☐ Provide Evidence
- ☐ Connect Emotionally

# Critical

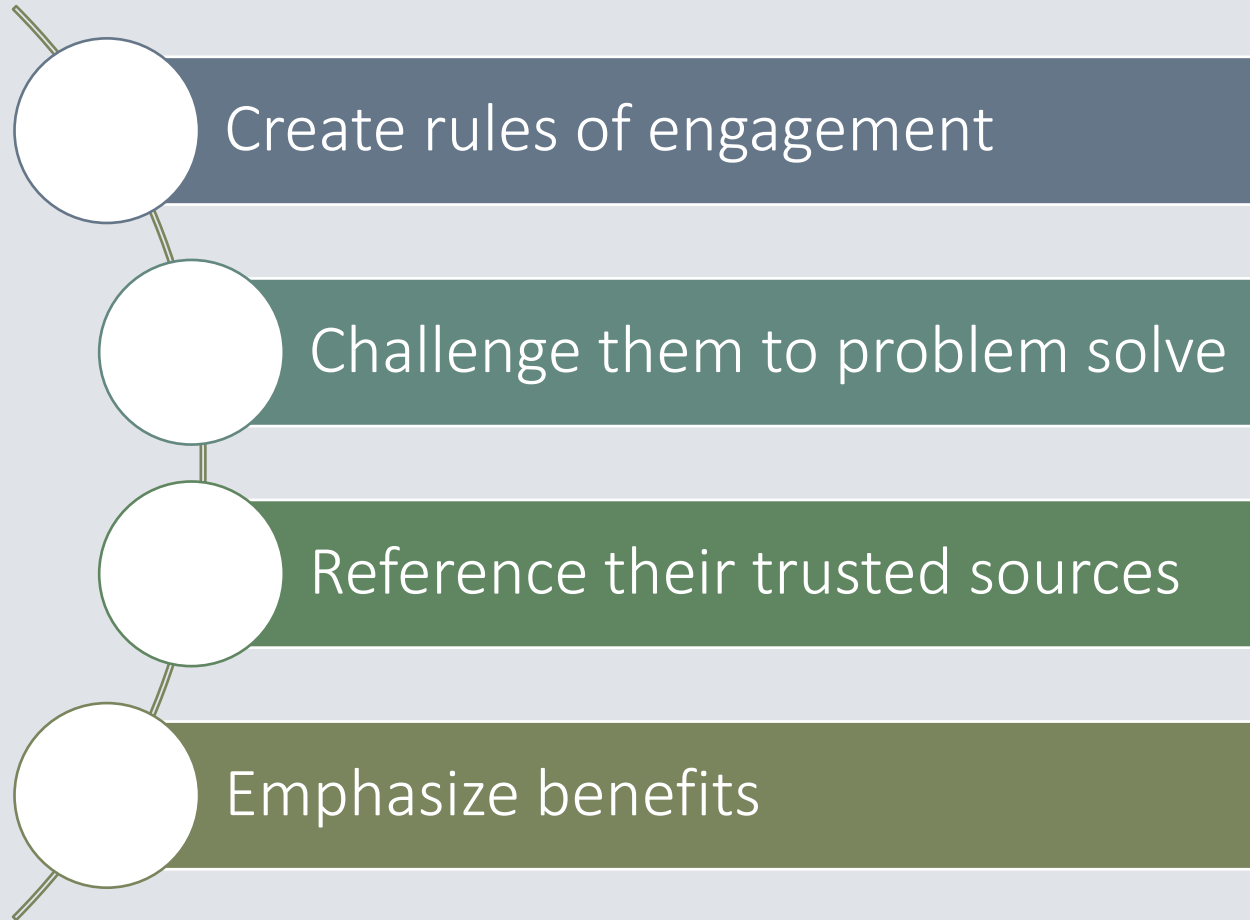


## Four Audiences



- ☐ Establish Credibility
- ☐ Frame Common Ground
- ☐ Provide Evidence
- ☐ Connect Emotionally

# Resistant



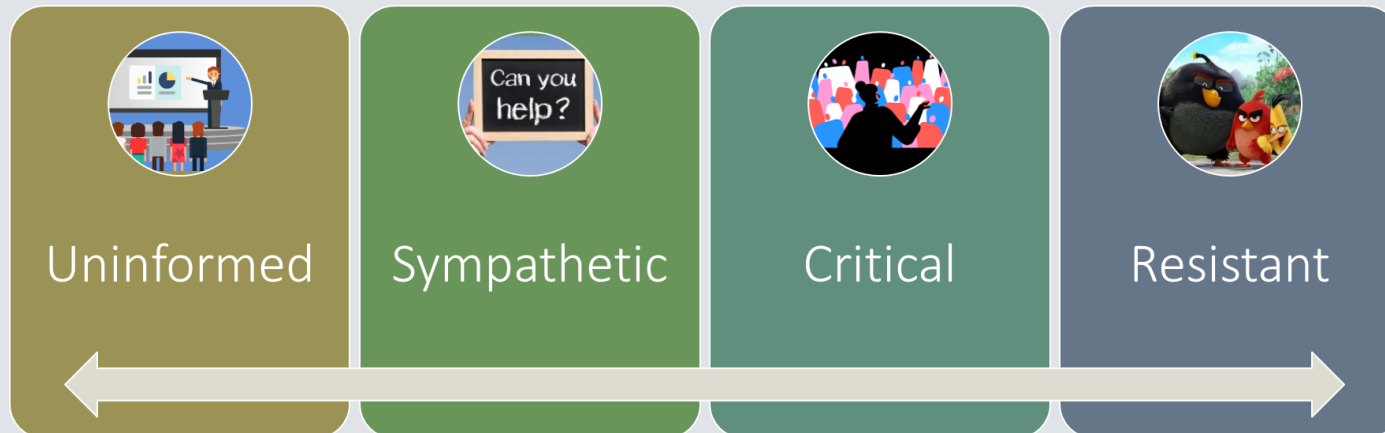
## Four Audiences



- ☐ Establish Credibility
- ☐ Frame Common Ground
- ☐ Provide Evidence
- ☐ Connect Emotionally

Think of a situation where you are trying to change someone's attitude or behavior.

1. Who is your audience? What is their primary characteristic(s)?



## Reflection Exercise

A Persuasion Strategy



2. What outcome are you seeking?

3. What elements are you using in your approach?



## Reflection Exercise

A Persuasion  
Strategy

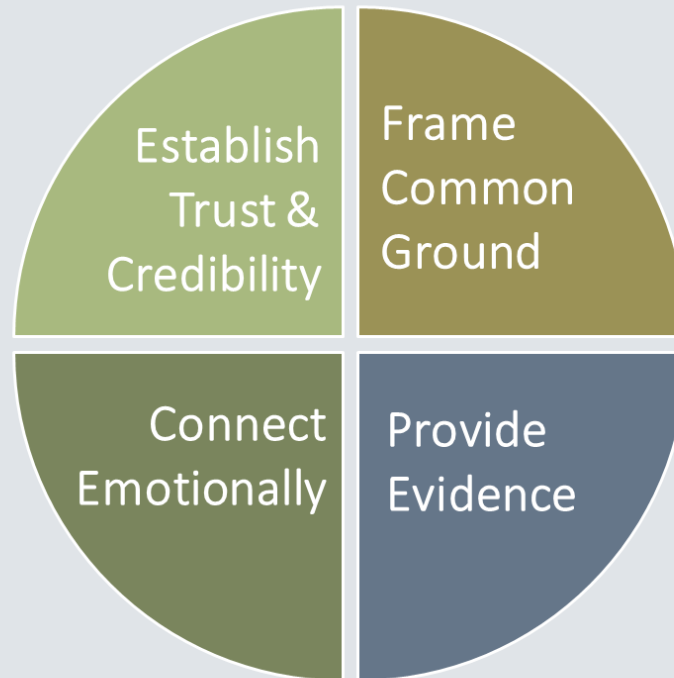
4. What actions could you take to strengthen your strategy or adapt your approach for your audience?

Uninformed

Sympathetic

Critical

Resistant



## Reflection Exercise

A Persuasion Strategy

### 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?

<input type="checkbox"/> Uninformed	<input type="checkbox"/> Sympathetic	<input type="checkbox"/> Resistant	<input type="checkbox"/> Adversarial
-------------------------------------	--------------------------------------	------------------------------------	--------------------------------------

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

<input type="checkbox"/> Establish Credibility	<input type="checkbox"/> Frame Common Ground	<input type="checkbox"/> Provide Evidence	<input type="checkbox"/> Connect Emotionally
--	--	---	--

5. What actions could you take to strengthen or feature those persuasive elements that are underutilized in your current strategy?

## Improve Your Persuasion Strategy

### Optional Homework

### Persuasion Video with Liz Madison



# Map A Persuasive Approach

