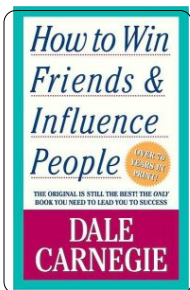


MEETING IN A BOX

Influence, Not Authority

The Science of Persuasion

'Winning people over' can mean many things: getting them to like you, get them to do what you want, or even get them to fall in love with you. The common thread among them is the art of persuasion. Have you ever wondered why some people are able to influence and win people over, easily, while others struggle? Let's find out the strategies to influence people and win them over in any situation.



- **Step 1:** Have your team read the getAbstract summary of [How to Win Friends and Influence People](#). To access the summary, click on the book cover.
- **Step 2:** Schedule a team meeting to discuss the questions below.
- **Step 3:** Have a discussion with your team.

“When dealing with people, remember you are not dealing with creatures of logic, but with creatures bristling with prejudice and motivated by pride and vanity.”

Dale Carnegie, Author
How to Win Friends and Influence People

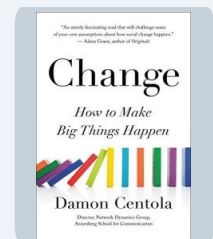
Discussion Questions

1. What do you think makes persuasion so difficult?
2. How important is the ability to persuade in your line of work?
3. What do you think is the most persuasive medium?
4. What is a story of you winning over someone?
5. What is your number one take-away from the book summary?

Additional resources:



Persuasion



Change