

# Career Lecture Series

## Says Who? The Art & Science of Changing Minds

Presented by  
Steve Hughes

**WALDEN UNIVERSITY**  
*A higher degree. A higher purpose.*

# Introducing



***Steve Hardiman***  
Host



***Lisa Cook***  
Director of Career Services

# Career Services Center

- Website: <http://careercenter.waldenu.edu>
- Self-assessment, Research, Resumes, CV's, Interviewing and other Topics
- Career Services Blog
- Archived Career Lecture Series webinars
- Please join Walden University's LinkedIn group at: [www.linkedin.com](http://www.linkedin.com)

# About the Presenter

## Steve Hughes



- Award-winning international speaker
- Author of The 5-Minute Speaker
- President of Hit Your Stride, LLC
- Creator of *National Face Your Fears Day*

***steve@hityourstride.com***

# Climate Change



# A Few Thoughts

“He that complies against his will,  
is of his own opinion still.”

~ Samuel Butler (1620-1680)

“Make ‘em think it’s their idea.”

~ Steve Hughes (and scores of others)

# Changing Minds

- 4 Decision-Making Styles
- 5 P's of Persuasion

# Some Advice

“If I could dispense just one morsel of advice to mind changers, it is to spend less time trying to convince individuals of a new perspective, and more time trying to understand and thereby to neutralize the resistances.”

~ Dr. Howard Gardner  
Harvard University

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# The Four Decision-Making Styles



# Band Leader



# Band Leader – Approach

- Use visual aids
- Provide straightforward arguments
- Present results-oriented options
- Words: results, easy, focus

# Academic



# Academic – Approach

- Data, data, data
- Let them choose among equal options
- Stroke their ego
- Enlist endorsements from trusted sources
- Words: “you probably already know this...”  
expert, numbers, trust

# Joiner



# Joiner – Approach

- Use testimonials
- Remove mystery from the proposal
- Let them feel creative (even though they're copying others)
- Words: similar to, previous, track record

# Dictator



# Dictator – Approach

- “Present” your data over time
- Provide highly structured arguments
- Avoid aggressive advocacy
- Words: power, facts, grab

# How about you?



# The Five P's of Persuasion



# Pay It Forward



- Reciprocity – a powerful social force
- Give first
- Give without keeping score
- People will want to help you

# Peer Pressure

- People want to do what “everybody else” is doing
- Remind them that they’re not alone
- Great for “Joiners”



# Promise/Predictability



- Make the request
- Obtain verbal or written commitment
- People strive to be consistent

# Progress

- Give them a head start
- Focus on progress, not the road ahead
- Encouragement



# Problem + Solution



- Take responsibility
- Admit the problem
- Develop a plan
- Execute



# Questions?

Steve Hughes

- [www.HitYourStride.com](http://www.HitYourStride.com)
- Free Monthly e-tips
- “5 Minute Speaker” online video training site
- The 5-Minute Speaker book – due June 2010

***steve@hityourstride.com***

# Want more information?

This Career Lecture will be available on the Walden University Alumni Association website:  
*[www.WaldenU.edu/alumni](http://www.WaldenU.edu/alumni)*

Information on career services at Walden University is available through the Career Services Center:  
*[careerservices@waldenu.edu](mailto:careerservices@waldenu.edu)*  
*<http://careercenter.waldenu.edu>*

# Thank You for Attending

Thank you for participating  
in this online career lecture.

It will be available on the  
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