


Leader Guide

7 Competencies to Master for Great Work


Powerfully Persuading People

How to use this guide:

The following guide provides an outline of content and recommended resources for each section of this lesson/session. Each section contains one or more of the following:

 **Play** - Video teachings are included in each section. Timestamps for each corresponding section will be marked on the YouTube video.

 **View** - Review and discuss the included graphic and/or verses for this section.

 **Discuss** - Each video teaching includes discussion questions to guide your conversation.

What will we learn in this session?

This session is aimed at enabling group leaders and their participants to accomplish the following:

- Identify and apply six principles of persuasion
- Persuade others to change their beliefs and behaviors — in a way that points them to Jesus

I. Introduction

 **Discuss** - Warm-up Questions:

- What makes Super Bowl ads so persuasive?
- Is there someone in your life currently who you need to persuade?
Whom do you need to persuade at work?
- What good should you persuade them toward?

 **Play** - [“Why Persuade?”](#) (6:35-9:29)

II. The Principles of Liking & Reciprocity

 **Play** - [“The Principles of Liking & Reciprocity”](#) (9:30-19:00)

 **Discuss** - Discuss the following:

- Where would you rate your current competence in persuading others for good? (See [chart here](#).)
- Where could you use the Principles of Liking and Reciprocity for the person you need to persuade?

III. The Principles of Social Proof & Consistency

 **Play** - ["The Principles of Social Proof & Consistency"](#) (19:25-24:58)

 **Discuss** - Discuss the following:

- Where could you use the Principles of Social Proof and Consistency for the person you need to persuade?

IV. The Principles of Authority & Scarcity

 **Play** - ["The Principles of Authority & Scarcity"](#) (24:59-29:52)

 **Discuss** - Discuss the following:

- Where could you use the Principles of Authority and Scarcity for the person you need to persuade?

Extra Resources - Go Deeper on Persuasion

- Full Video: ["6 Ways to Master the Discipline of Persuasion" | Howard Graham](#)
- Article: ["Powerfully Persuading People"](#)
- Article: ["Harnessing the Science of Persuasion" | Harvard Business Review](#)