

Neurolinguistic Programming
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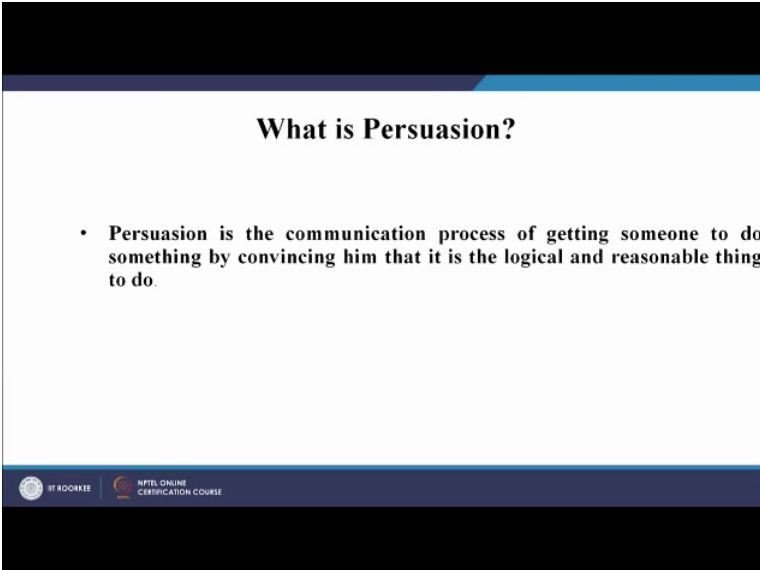
Lecture – 16

Negotiation

Hello friends, today we are going to discuss a very important aspect of Neurolinguistic programming because we have discussed the very importance of ecology and outcome while discussing the Neurolinguistic programming a scale. So, today we are going to discuss negotiation and persuasion for which Neurolinguistic programming is almost a kind of remedy let us a start with the persuasion what is persuasion?

Because it is very important to know the apres definition of persuasion is the communication process of getting someone to do something by convincing him that it is the logical and reasonable thing to do, I mean Neurolinguistic programming is a programming process that enhances and reaches the personality and of course through the effective communication. So, persuasion is the communication process of getting someone to do something by convincing him that it is the logical and reasonable thing to do.

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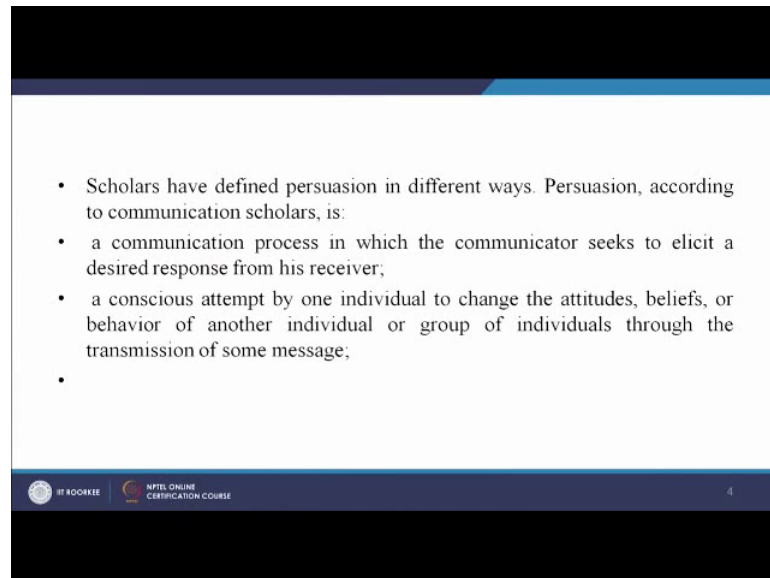
What is Persuasion?

- **Persuasion is the communication process of getting someone to do something by convincing him that it is the logical and reasonable thing to do.**

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A scholars have defined persuasion in different ways persuasion according to communication is scholar is; a communication process in which the communicator seeks to elicit a desired response from his receiver, a conscious attempt by one individual to change the attitudes beliefs or behavior of another individual or group of individuals through transmission of some message.

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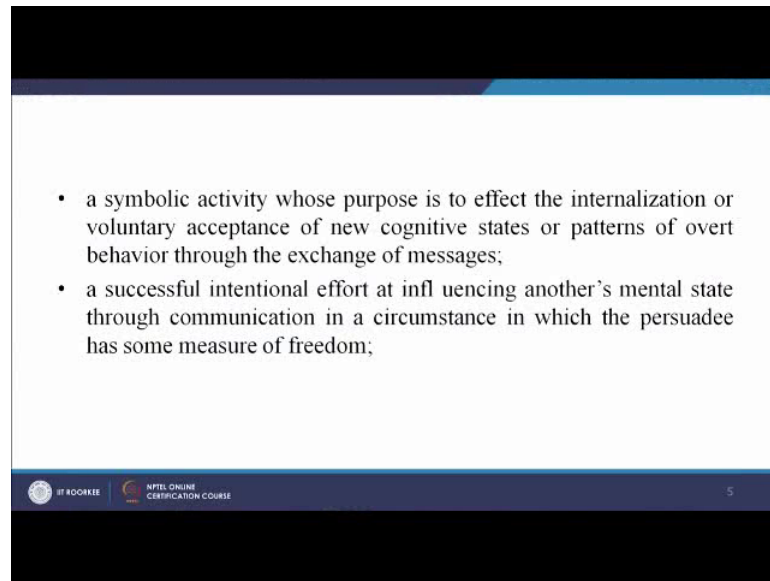


- Scholars have defined persuasion in different ways. Persuasion, according to communication scholars, is:
- a communication process in which the communicator seeks to elicit a desired response from his receiver;
- a conscious attempt by one individual to change the attitudes, beliefs, or behavior of another individual or group of individuals through the transmission of some message;
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A symbolic activities whose purpose is to effect the internalization of voluntary acceptance of new cognitive a states or patterns of overt behavior through the exchange of message, we are a still discussing the various definition of persuasion given by a scholar of communication.

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As he said a successful intentional effort at influencing another's mental state through communication in a circumstance in which the persuadee has some measure of freedom combining these definitions now we have persuasion is a symbolic process in which communicators try to convince other people to change their attitudes or behavior regarding an issue through the transmission of a message in an atmosphere of free choice.

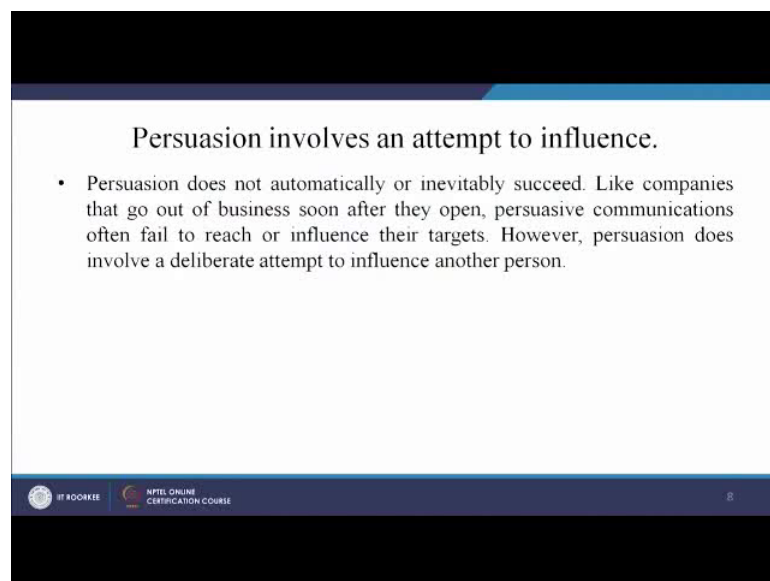
There are 5 components of definition if we go deep into these definitions of persuasion the first is out of 5 the first is; persuasion is a symbolic process, now let us start from the symbolic process it takes time consists of a number of a steps and actively involves the recipient of the message, as in communication we have sender we have receiver and then the feedback so similarly even in persuasion actively involves the recipient of the message many assume that persuasion is like a boxing match one by the fearest competitor.

Because the kind of discussion tussle in fact persuasion is different it is more like teaching than boxing think of a persuader as a teacher moving people a step by step to a solution helping them appreciate why the advocate why the advocated position solves the problem best persuasion also involves; the use of symbol with messages transmitted primarily through language with it is rich cultural meanings.

Symbol include words like; freedom, justice and equality nonverbal signs like; the flag is star of David or holy cross and images that are instantly recognized and processed like the Nike shoes or McDonald's golden arches symbols are persuaders tools harnessed to change attitude and mold opinions.

Persuasion involves an attempt to Influence, because we have discussed ecology and the power of influence so when we talk of persuasion or negotiation influence does play a vital role. So, persuasion does not automatically or inevitably succeed like companies that go out of business soon after they open persuasive communications often fail to reach or influence their targets; however, persuasion does involve a deliberate attempt to influence another person, the persuader must intend to change another individuals attitude or behavior and must be aware at least at some level that she is trying to accomplish this goal.

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Persuasion involves an attempt to influence.

- Persuasion does not automatically or inevitably succeed. Like companies that go out of business soon after they open, persuasive communications often fail to reach or influence their targets. However, persuasion does involve a deliberate attempt to influence another person.

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For this region it pushes the envelope to say that very young children are capable of persuasion true, a mother responds to an infant's cry for milk by dashing to the refrigerator or lending her breast if that is her feeding preference yes we have all shopped in toy stores and was as 2 year old point to toys seen on television and the scream I want that and we have been witness to the pitfall sight or parents who pride themselves on being competent professionals helplessly yielding to prevent any further embarrassment;

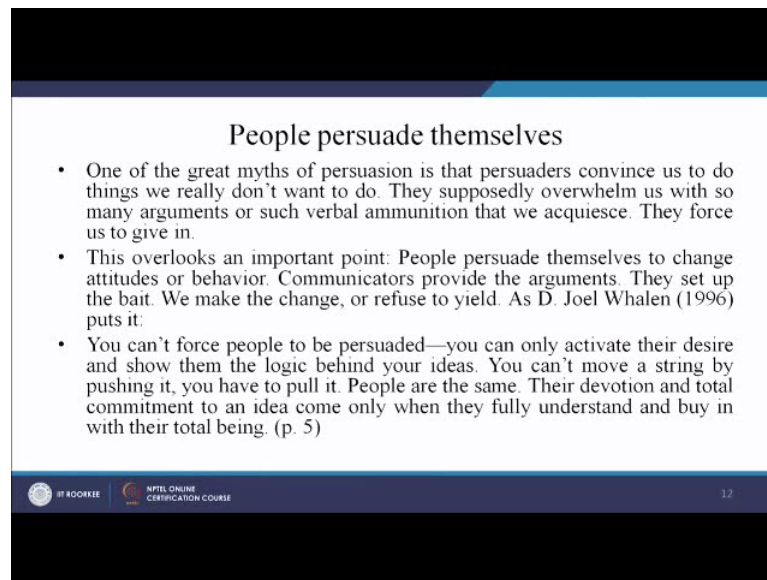
yet, the babies cry for milk and the toddlers demand for toys do not qualify as persuasion this is very important point to think actually what is persuasion?

These youngsters have not reached the point where they are aware that they are trying to change another person's mental state, their actions are better described as coercive social influence than persuasion in order for children to practice persuasion they must understand that all other people can have desires and beliefs recognize that the persuadee has a mental state that is susceptible to change demonstrate a primitive awareness that they intend to influence another person and realize that the persuadee has a different perspective than they do even if they cannot put all this into words as children grow they appreciate these things rely less on coercive social influence attempts than on persuasion and develop the ability to persuade others more effectively.

The main point here is that persuasion represents a conscious attempt to influence the other party along with an accompanying awareness that the persuadee has a mental state that is susceptible to change it is a type of social influence, social influence is the broad process in which the behavior of one person alters the thought or action of another social influence can occur when receivers act on queue or messages that were necessarily intended for their consumption.

Persuasion occurs within a context of intentional message that are initiated by a communicator in hopes of influence the recipient this is pretty heavy stuff but it is important, because if you include every possible influence attempt under the persuasion heading you count every communication as persuasion that would make for a very long book.

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People persuade themselves

- One of the great myths of persuasion is that persuaders convince us to do things we really don't want to do. They supposedly overwhelm us with so many arguments or such verbal ammunition that we acquiesce. They force us to give in.
- This overlooks an important point: People persuade themselves to change attitudes or behavior. Communicators provide the arguments. They set up the bait. We make the change, or refuse to yield. As D. Joel Whalen (1996) puts it:
- You can't force people to be persuaded—you can only activate their desire and show them the logic behind your ideas. You can't move a string by pushing it, you have to pull it. People are the same. Their devotion and total commitment to an idea come only when they fully understand and buy in with their total being. (p. 5)

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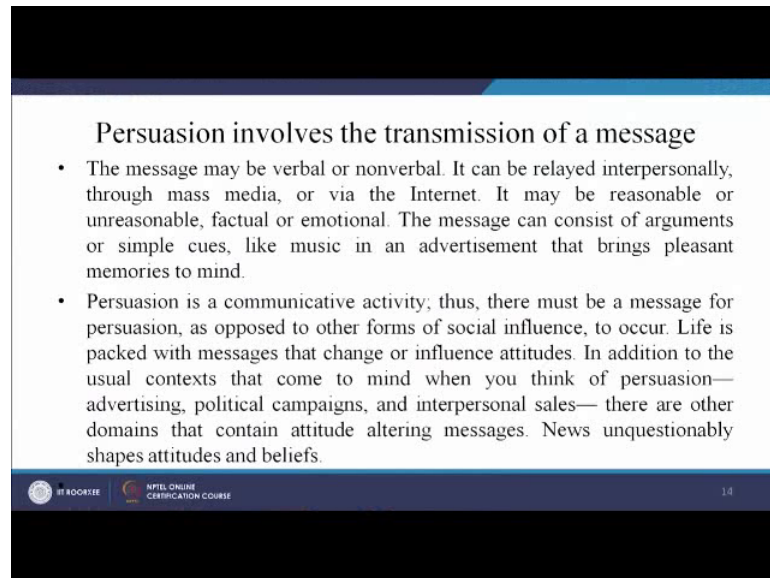
Now, people persuade themselves this is also a fact how to persuade yourself? One of the great myths of persuasion is that persuaders convince us to do things we really do not want to do, they supposedly overwhelm us with so many arguments or such verbal communication that we acquiesce. This overlooks an important point: people persuade themselves to change attitude or behavior, communicators provide the argument they set up the bait we make the change or refuse to yield as your will and puts it, you cannot force people to be persuaded you can only activate their desire.

and show them the logic behind your ideas, you cannot move a string by pushing it you have to pull it people are the same their devotion and total commitment to an idea come only when they fully understand and buy in with their total being, you can understand the power of self persuasion by considering an activity that does not at first blush seem to involve persuasive communication therapy, therapists undoubtedly help people make changes in their lives but have you ever heard someone to say my therapist persuaded me on the contrary people who seek psychological help look into themselves consider what else they can do and decide how best to cope the therapist offers suggestions and provides an environment in which healing can take place.

Now next persuasion involves the transmission of a message, the messages may be verbal or nonverbal because it is through communication it can be relayed inter

personally through mass media or via the internet it may be reasonable or unreasonable, fractural or emotional.

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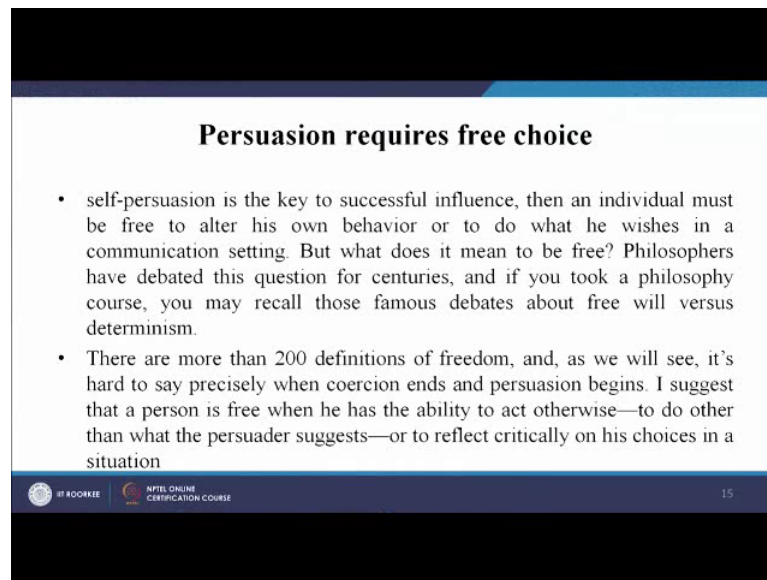
Persuasion involves the transmission of a message

- The message may be verbal or nonverbal. It can be relayed interpersonally, through mass media, or via the Internet. It may be reasonable or unreasonable, factual or emotional. The message can consist of arguments or simple cues, like music in an advertisement that brings pleasant memories to mind.
- Persuasion is a communicative activity; thus, there must be a message for persuasion, as opposed to other forms of social influence, to occur. Life is packed with messages that change or influence attitudes. In addition to the usual contexts that come to mind when you think of persuasion—advertising, political campaigns, and interpersonal sales—there are other domains that contain attitude altering messages. News unquestionably shapes attitudes and beliefs.

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The message can consist of argument or simple queue like music in an advertisement that brings pleasant memories to mind persuasion is a communicative activity thus; there must be a message for persuasion as opposed to other forms of social influence to occur, life is packed with messages that change or influence attitudes in addition to the usual context that come to mind when you think of persuasion advertising political campaign and interpersonal sales there are other domains that contain attitude altering messages, news unquestionably shades attitude and beliefs, so persuasion requires free choice because we are discussing the 5 important point based on the definition of persuasion requires free choice what do we mean by free choice?

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Persuasion requires free choice

- self-persuasion is the key to successful influence, then an individual must be free to alter his own behavior or to do what he wishes in a communication setting. But what does it mean to be free? Philosophers have debated this question for centuries, and if you took a philosophy course, you may recall those famous debates about free will versus determinism.
- There are more than 200 definitions of freedom, and, as we will see, it's hard to say precisely when coercion ends and persuasion begins. I suggest that a person is free when he has the ability to act otherwise—to do other than what the persuader suggests—or to reflect critically on his choices in a situation

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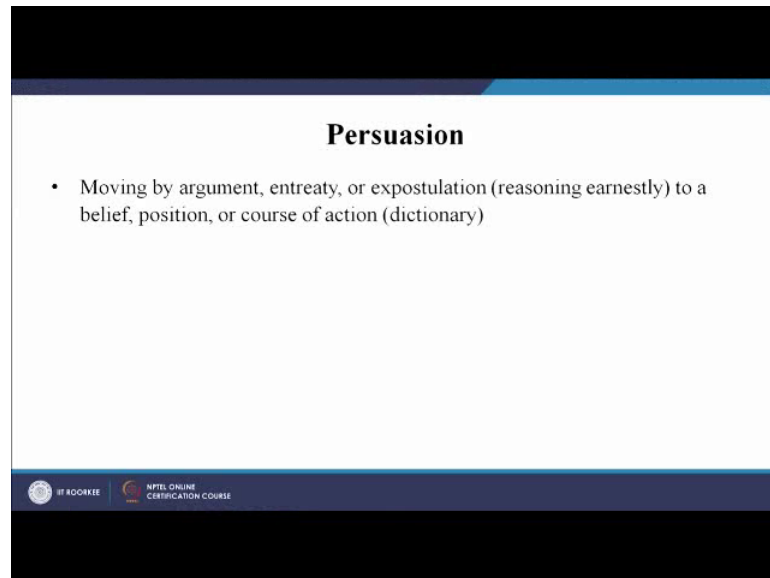
Why persuasion requires free choice? Self-persuasion is the key to successful influence that is true; then an individual must be free to alter his own behavior or to do what he wishes in communication setting but what does it mean to be free? Philosophers have debated this question for centuries and if you took a philosophy course you may recall those famous debates about free will versus determinism there are more than 200 definitions of freedom and as we will see it is hard to say precisely when coercion ends and persuasion begins.

I suggest that a person is free when he has the ability to act otherwise while discussing Neurolinguistic programming you just recall that I discussed behavioral flexibility a kind of freedom a kind of openness if we apply this to this persuasion maybe to some extent it is applicable, so to do other than what they persuader suggests or to reflect critically on his choices in a situation to know ones will to know one's own desire to know one's own consciousness this is what persuasion requires free choice?

Otherwise that will be morally unethical that can be immoral that can be unethical not scientific, but if progress occurs it is the client who makes the change and it is the client who is responsible for making sure that she does not revert back to the old ways of doing things of course, not every self persuasion is therapeutic self persuasion can be benevolent or malevolent an ethical communicator will plant the seeds of healthy self

influence a dishonest evil persuader convinces a person to change her mind in a way that is not acceptable that is not ethical.

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Now, again persuasion because we have seen that these 5 important points we discussed just now based on the healthy après definition of persuasion so then what is persuasion? Moving by argument and treaty or expostulation reasoning honestly to a belief position or course of action dictionary what does it mean? It mean persuasion is a negotiating and learning process through which a persuader leaves colleagues to a problems shared solution, persuasion does involve moving people to a posit position they do not currently hold but not by begging or cajoling.

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Views on Persuasion

What Are the Elements of the Persuasion Process?

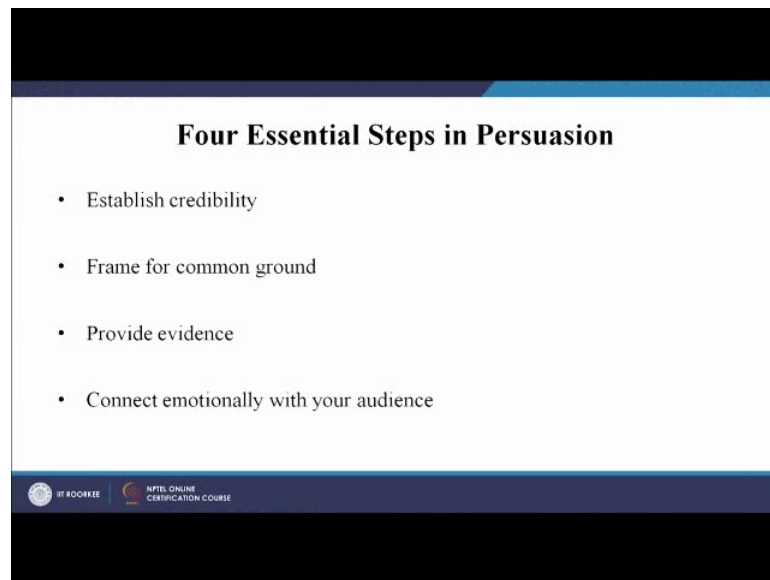
- *Persuasion models typically involve greater emphasis upon the properties and interaction of source, message, channel, and setting in yielding effects in the target.*

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Now, views on persuasion what are the elements of the persuasion process? Persuasion models typically involved greater emphasis upon the properties and interaction of source message channel and setting in yielding effects in the target, because these are the processes involved in persuasion. Now when we talk of persuasion and negotiation sometime it is difficult to make the distinction proper distinction between persuasion and negotiation.

Now, persuader gives region negotiators gave concessions persuasion is faster easier more comfortable and overall cheaper than negotiation the agreements you can't win through persuasion you will have to negotiate with concession and concessions are always expensive, now 4 essential states in persuasion what are those essential state? Establish credibility now what is establish credibility? Second frame for common ground, third provide evidence and fourth connect emotionally with your audience.

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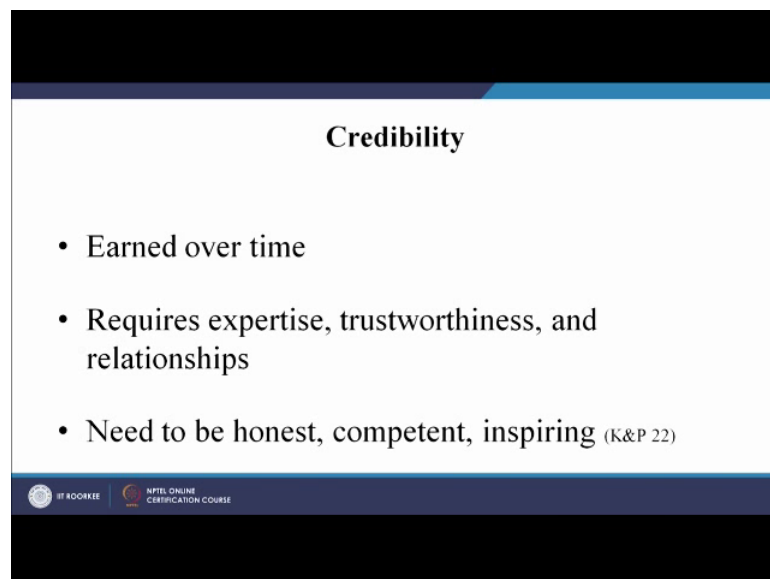
Four Essential Steps in Persuasion

- Establish credibility
- Frame for common ground
- Provide evidence
- Connect emotionally with your audience

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Now what is credibility?

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Credibility

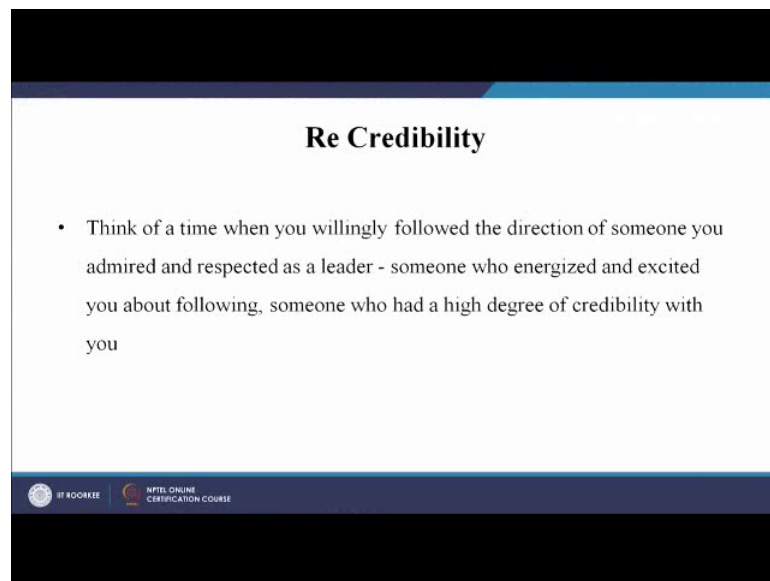
- Earned over time
- Requires expertise, trustworthiness, and relationships
- Need to be honest, competent, inspiring (K&P 22)

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Earned over time requires expertise trustworthiness and relationship need to be honest competent and inspiring. So, the very first important point for a good persuader is credibility and credibility is something that you cannot earn in one night, earned over time several years or over the years requires expertise maybe on communication maybe to know the mind of the people trustworthiness your previous act should be so as to convince people regarding your honesty and relationship what kind of relationship you

maintain? Need to be honest competent and inspiring, so as I said that persuasion should be ethical it shouldn't be unethical or immoral and for this one should be honest competent enough so as to make other convince and motivational so as to motivate other or inspiring you should have command over communication so that you may become an inspirational factor.

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Re Credibility

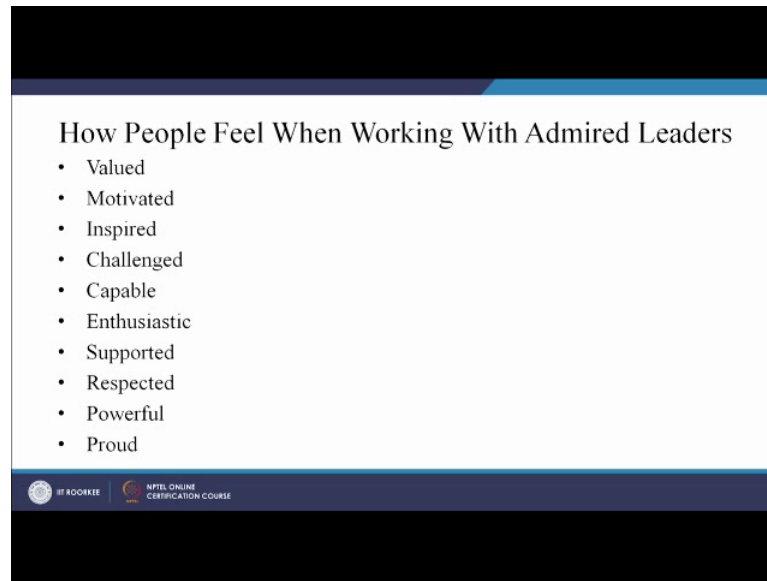
- Think of a time when you willingly followed the direction of someone you admired and respected as a leader - someone who energized and excited you about following, someone who had a high degree of credibility with you

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Now re credibility; think of the time, when you willingly followed the direction of someone you admired and respected as a leader someone who energized and excited you about following someone who had a high degree of credibility with you make some notes for yourself like what was the situation?

How did this leader make you feel about yourself? What 3 or 4 words would best describe how you felt? What did this individual do as a leader that you admire and respect what leadership actions did these person takes that make others want to perform well these are the exercises questions you may ask to yourself how people feel when working with admired leader valued motivated inspired very true if you feel or if you find someone who is an expert who is very motivated who is well educated who is very inspirational. Then how you feel valued to be valued to be honored motivated to see the quality of that person and also inspired or motivated to see the attitude of that person.

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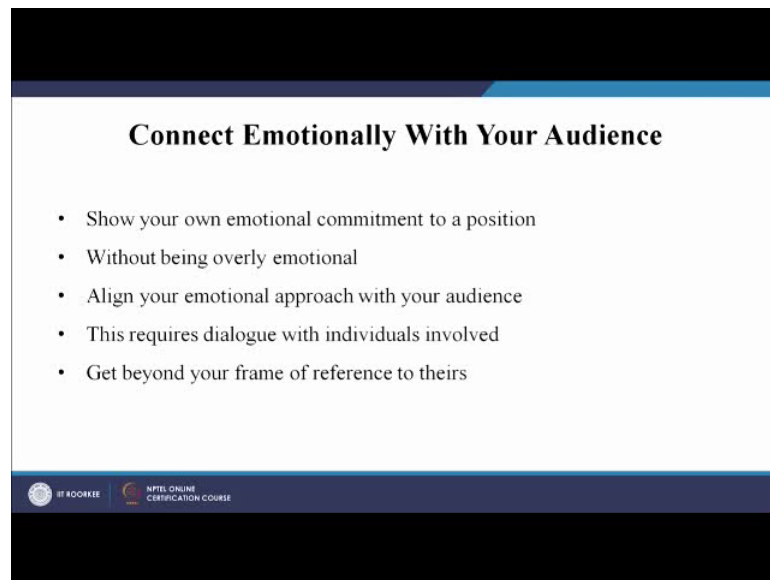


So, valued motivated inspired challenged capable and enthusiastic supported respected powerful proud a number of list is there. So, people feel all such thing while working with admired leaders that is why it is said that a persuader should have the quality like the expertise like the motivational quality like honesty like morality, so when a person work under the umbrella of such motivational figure they will get or they will feel to be valued to be motivated to be inspired to be challenged to be capable to be enthusiastic to be supported to be respected to be powerful and to be proud.

Now connect emotionally with your audience this is very important while convincing somebody or motivating somebody a rapport should be established with the audience and that makes the channel is smooth or comfortable show your own emotional commitment to a position that is to say that how much expertise you have in that particular area.

And you are doing your business with all honesty and sincerity and dedication without being overtly emotional I will be discussing emotionality also how to control ones emotion and how to maintain a self-regulation? That is also very important aspect of Neurolinguistic programming because I must say that there is no place for emotion in a professional world.

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Connect Emotionally With Your Audience

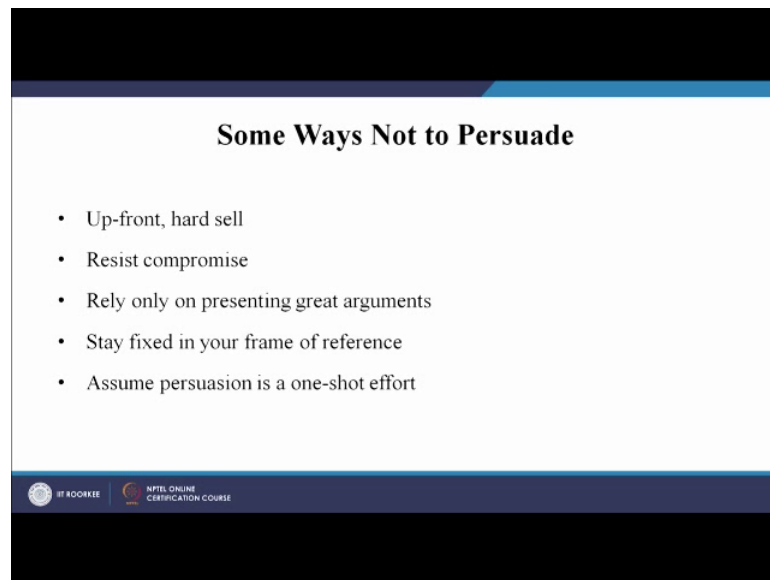
- Show your own emotional commitment to a position
- Without being overly emotional
- Align your emotional approach with your audience
- This requires dialogue with individuals involved
- Get beyond your frame of reference to theirs

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So, without being overtly emotional align your emotional approach with your audience, this requires dialogue with individuals involved get beyond your frame of reference to theirs, now this such quality that show your own emotional commitment to a position that will show your honesty without being overtly emotional means you are balanced you are not prejudiced you are not biased align your emotional approach with your audience so in a different way you make yourself balance while dealing with your audience that is to say to establish rapport this requires dialogue with individuals involved.

And you give importance to the audience to maintain the dialogue get beyond your frame of reference to there, you cannot force someone as per your desire or choice so you come out of the frame means your mental quality or your mental outline some ways not to persuade, up front hard sell means that you just impose yourself on the audience that is really not acceptable.

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Some Ways Not to Persuade

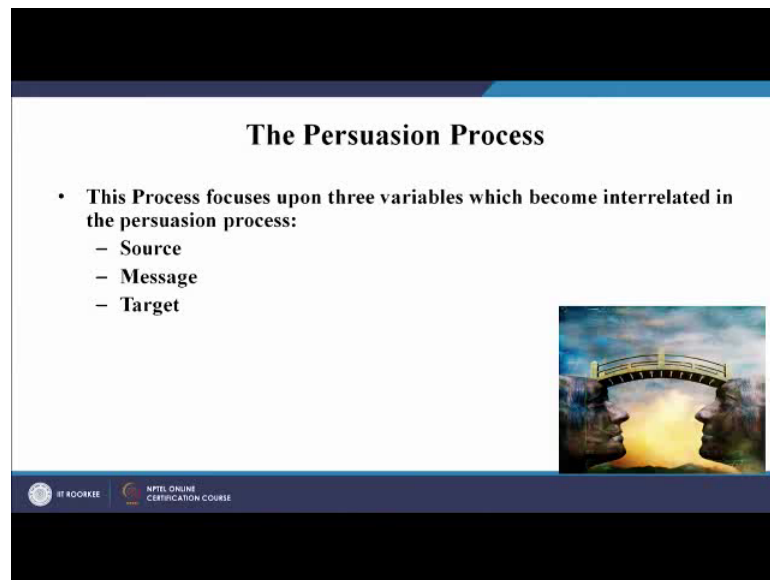
- Up-front, hard sell
- Resist compromise
- Rely only on presenting great arguments
- Stay fixed in your frame of reference
- Assume persuasion is a one-shot effort

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Then resist compromise; discussion, communication, negotiation, persuasion, ecology, influence this is all based on compromise, so resist compromise is not healthy then rely only on presenting great argument and discussion these two are different things argument is a kind of attitude where you want to prove always high and discussion where you give some room to other to accommodate others idea to, so rely only on presenting great arguments then it is still fixed in your frame of reference then assume persuasion is a one shot effort.


So, you should avoid while persuading a person not be up front, not resist compromise and relying always on the argument given by you is not at all healthy it staying fixed in someone's frame of reference that is again has adverse and assuming persuasion in one shot effort or one sided well again is not successful at all, the persuasion process this process focuses upon 3 variables which become interrelated in the persuasion process; first is source, second is message the third one is target.

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The Persuasion Process

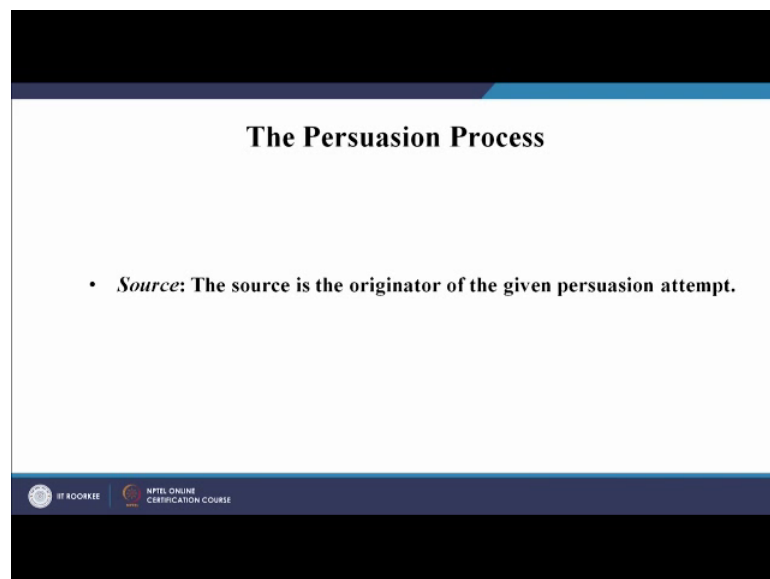
- This Process focuses upon three variables which become interrelated in the persuasion process:
 - Source
 - Message
 - Target



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So, what is the source?

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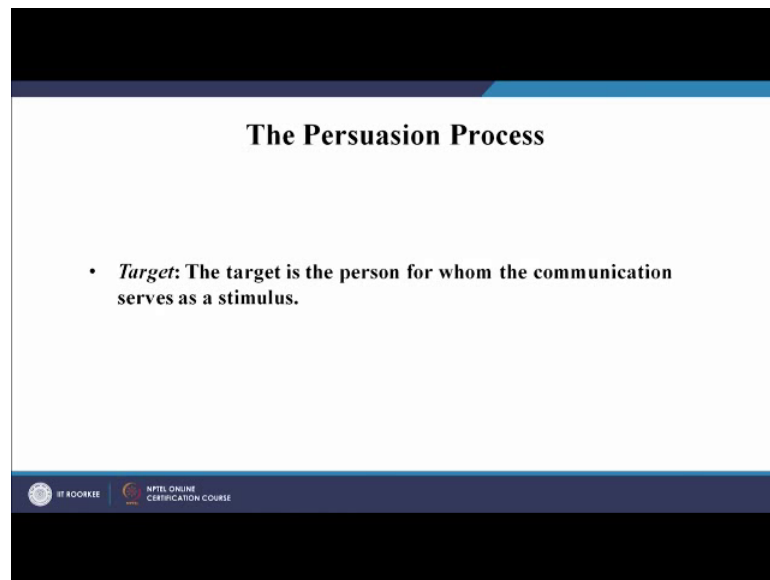
The Persuasion Process

- *Source*: The source is the originator of the given persuasion attempt.

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The source is the originator of the given persuasion attempt there must be some region some objective or something some task for which the persuasion processes start, so source is the originator in any persuasion message the message is the meaning of the stimuli this source actually puts into the channel, so source is there some objective and message is there to justify that object or that task and target the target is the person for whom the communication serves as a stimulus.

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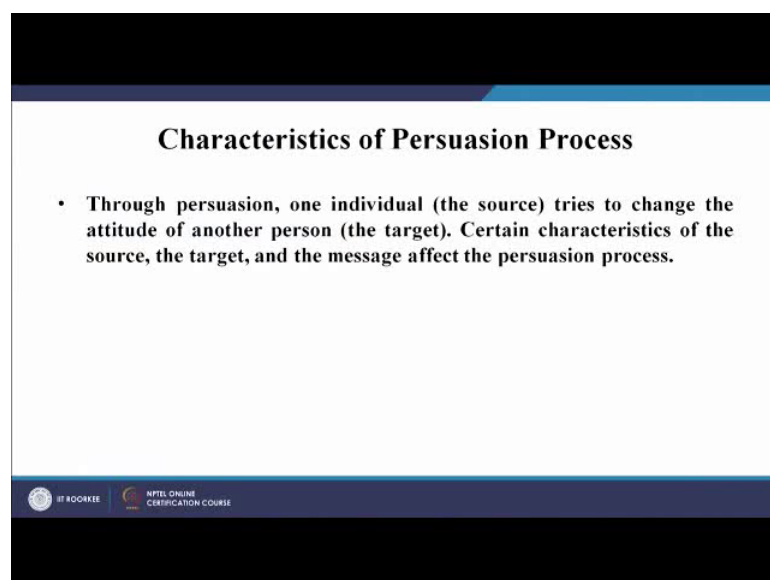
The Persuasion Process

- **Target:** The target is the person for whom the communication serves as a stimulus.

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So, these 3 important aspects that is the source the message and the target, these 3 aspects are very important while persuading a person. So, characteristics of persuasion process through persuasion one individual that is the source tries to change the attitude of another person that is the target now certain characteristics of the source the target and the message affect the persuasion process.

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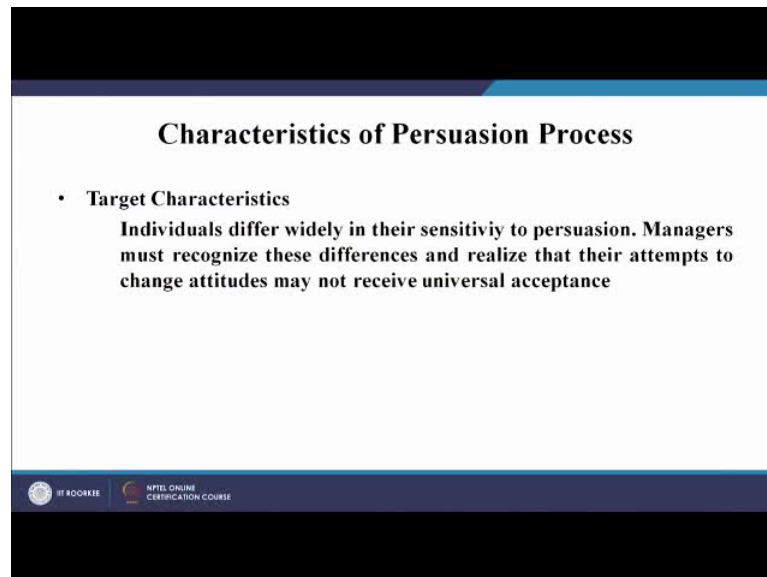
Characteristics of Persuasion Process

- Through persuasion, one individual (the source) tries to change the attitude of another person (the target). Certain characteristics of the source, the target, and the message affect the persuasion process.

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Target characteristic: Individuals differ widely in their sensitivity to persuasion managers must recognize these differences and realize that their attempts to change attitudes may not receive universal acceptance.

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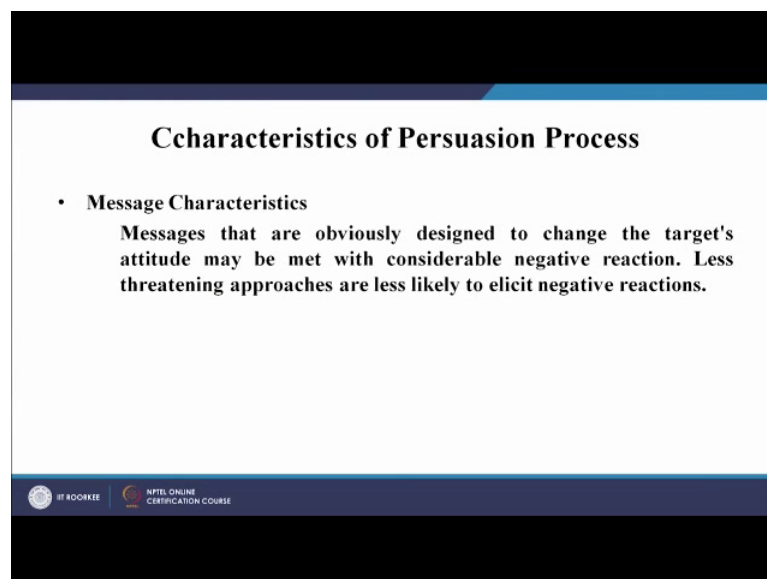


Characteristics of Persuasion Process

- **Target Characteristics**
Individuals differ widely in their sensitivity to persuasion. Managers must recognize these differences and realize that their attempts to change attitudes may not receive universal acceptance

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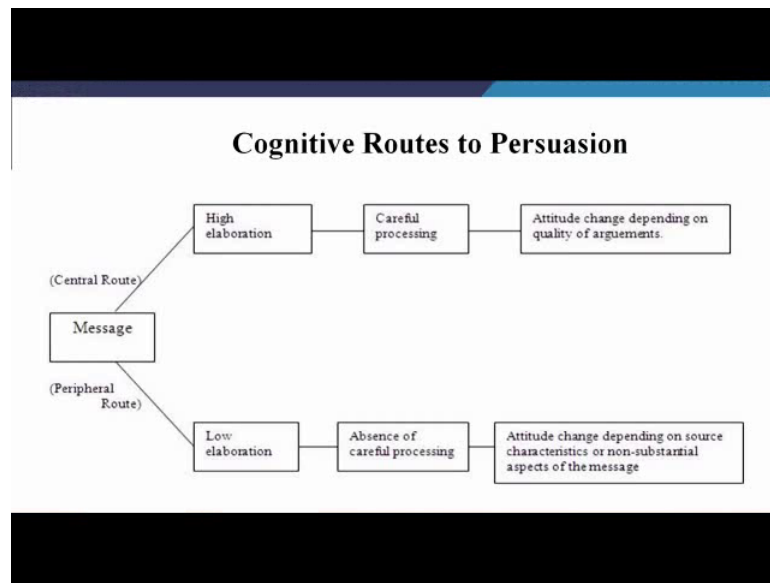
Ccharacteristics of Persuasion Process

- **Message Characteristics**
Messages that are obviously designed to change the target's attitude may be met with considerable negative reaction. Less threatening approaches are less likely to elicit negative reactions.

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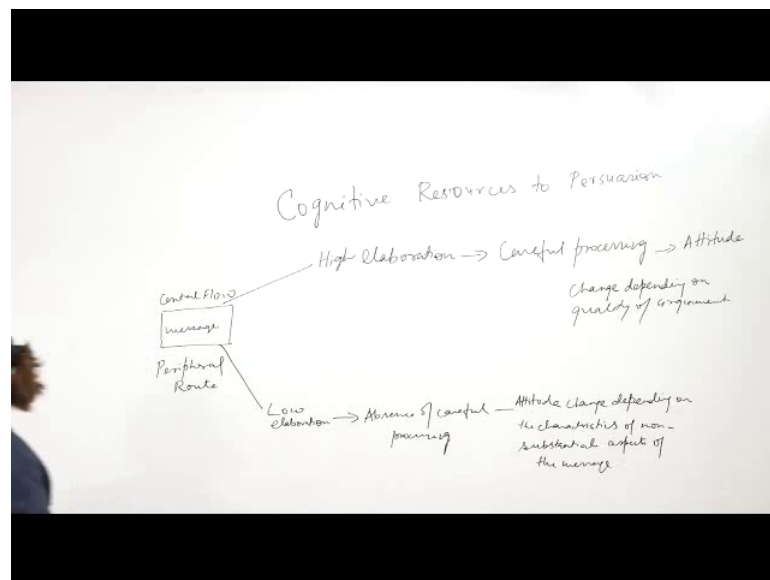
Message characteristics: Messages that are; obviously, designed to change the targets attitude may be met with considerable negative reaction. Less threatening approaches are less likely to elicit negative reactions.

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Now, this is the diagram I would like to draw on the board because this is the cognitive resource to persuasion and while drawing on the board you can understand better that cognitive resources to persuasion.

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Two persuasion; now messages, because message is very important how it goes message and the central flow you see the cognitive resources means you have to hit the very mental condition of a person.

So, there are 2 different types of flow the central flow and how it moves that; high deliberations, high elaborations, then this careful processing and attitude change depending on quality of argument, now you see that central flow is this high elaboration because cognitive you are going to hit the mental status of a person high elaboration then it is very careful processing and then attitude to change depending on the quality of argument this is what I was telling you that the argument should be based on the ethical region the ethical background then it is the peripheral flow peripheral route you can say low elaboration then absence of careful processing then attitude change depending on the characteristics of non-substantial aspect of the message.

Now, see this is the cognitive route to persuasion and the central flow or the central route you can say this goes like high elaboration how you take up the discussion or the discussion or the argument then careful processing, because you have to impress upon the other mind so it is a careful move and then attitude change depending on the quality of argument or discussion that how you motivate or inspire a persuade.

And then the peripheral route low elaboration that is to say that you do not have expertise and you are unable to elaborate the subject, absence of careful processing and there is no careful processing very in a casual way have hazard way attitude change depending on the characteristics of non substantial aspect of the message, that is to say that there is no substantial message while discussing the persuasion the very aspect of persuasion well here friend I would like to a stop and in the next lecture I am going to a start with the persuasion again leading to negotiation.

Thank you very much.