

SAYS WHO? *THE ART & SCIENCE OF* *CHANGING MINDS*

NALP 2010
Puerto Rico

#1 Takeaway



“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 legions of others)



What's Your Approach?

- To persuade others, just as in life, there isn't a one-size-fits-all solution.
- How do you determine their style? Be like Socrates. Ask questions.

- Influence is a two-way street.

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The Five Decision-Making Styles*

1.

2.

3.

4.

5.

*Source: Williams, Gary A. and Miller, Robert B. "Change the Way You Persuade". Boston: HBR OnPoint 2002.



Five Ways to Change Minds

1.

2.

3.

4.

5.

For Further Reading (in case your cable goes out)

Cialdini, Robert B. The Psychology of Influence. New York: William Morrow and Company, 1993.

Fisher, Roger and Uri, William. Getting to Yes. New York: Penguin Books, 1991.

Reardon, Kathleen K. Power, Influence and Persuasion: Sell Your Ideas and Make Things Happen. Boston: Harvard Business School Press, 2005.

Great persuaders are made, not born.



About the Speaker:

Steve Hughes is President of ***Hit Your Stride, LLC***, a communications consultancy that helps clients create and deliver world-class presentations. His seminars have been featured on NPR and BBC Radio, and he is the creator of “National Be Kind To Lawyers Day” (celebrated on the 2nd Tuesday in April).

Today he works with a host of blue chip clients including:

- **State Bar Associations:** *Missouri, Illinois, Ohio, Alaska*
- **Firms:** *Latham & Watkins, Kirkland & Ellis, Troutman Sanders, Bryan Cave*
- **Fortune 500:** *Boeing, MetLife, Deloitte, Nestle Purina*
- **Associations:** *Law School Admission Council, Association of Corporate Counsel, ASTD, Legal Marketing Association*

Prior to launching *Hit Your Stride*, Steve worked for 12 years in advertising and PR where he delivered hundreds of presentations with millions of dollars on the line. Most recently he was a managing partner at an award-winning 40-person advertising agency in St. Louis. He holds a BA in French Literature and European History from the University of Kansas and an MBA from Washington University where he was awarded the prestigious Olin Cup.

Steve's Other Programs:

- "Rainmaking 1-2-3: Making Business Development a Natural Part of Your Everyday Life"
- "Tell Me More: Using Stories to Attract & Engage"
- "Presenting with Excellence"
- "Instant Access: Making Great & Lasting First Impressions"
- "Put the Power Back in PowerPoint®"
- "Virtual Magic: Presenting with Excellence over the Phone/Web"



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1. What was your #1 Takeaway from this program?

2. What would you have liked to learn more about?

3. What would you tell other people about this program?

4. Steve publishes a **free** monthly e-zine featuring a tip, idea, or strategy to help you become a more dynamic communicator.

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No, but thanks for asking.

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Name: _____ Organization: _____

5. I know of an organization that could benefit from Steve's programs.

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