

# The Art of Persuasion





*Keep children at the center!*

# Agenda

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Welcome

Icebreaker

Discussion – QPI Champion

What is Persuasion?

The 10 Best Ideas to Be More

Persuasive

Who, Why, How, When, Where

## Icebreaker

What *persuaded* you to embrace being a QPI Champion?







# QPI Principles

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**Principle 1:** Consistent excellent parenting and meaningful relationships are the most important services we can provide to children and youth in foster care. Every policy, practice action, and statement the system adopts should strengthen parenting skills and relationships.

**Principle 2:** Research on child, youth, and brain development and the effects of trauma not only demonstrates the importance of parenting and positive relationships but also provides guidance on how best to support them. Agency policy and practice should be informed by research.

**Principle 3:** The individuals most affected by policies and practices are in the best position to design and implement change so that systems ensure excellent parenting and meaningful relationships for children who enter their care.



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Persuasion, when done accurately, makes change at a physiological, mental, and natural level in the individual you are convincing. This makes it a delicate work of art.

*Healthshots - Dr Ishita Mukerji*

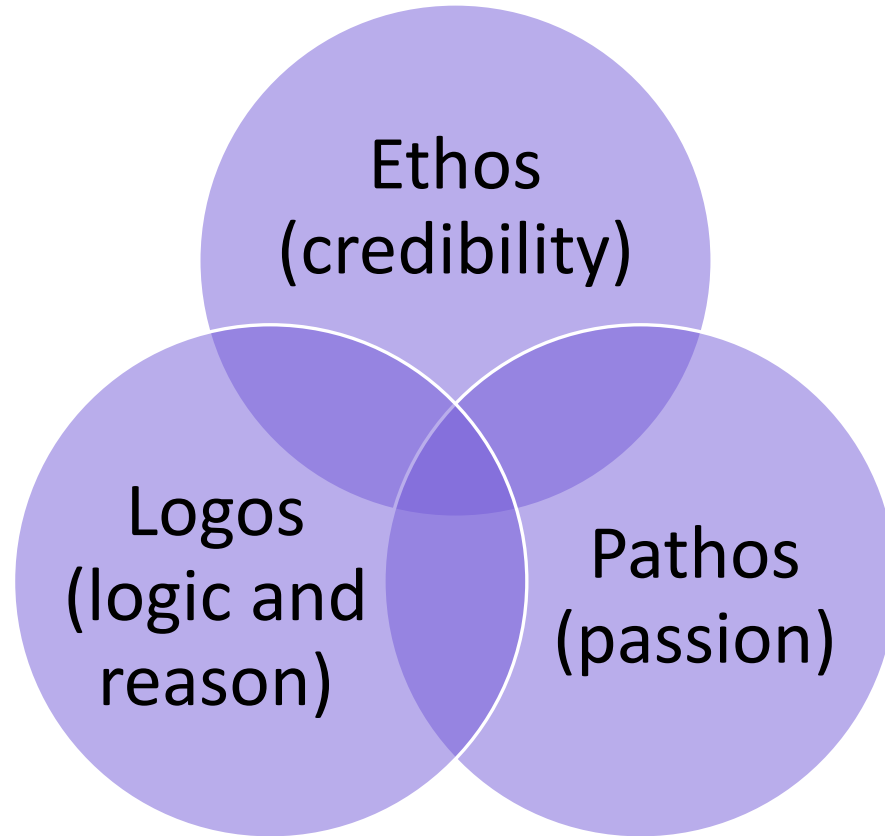


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**Lead with emotion and follow  
with reason.**

**A persuasive message is the central message that intrigues, informs, convinces, or calls to action.**

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# DISCUSSION

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1. Share your QPI passion point.
2. Share what makes you a credible messenger for QPI
3. Share 1 point that demonstrates logic/reason for implementing QPI.





# Persuasion Strategies and Techniques

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1. Know the audience.
2. Start with your strongest point.
3. Use meaningful stories to get impact and lead them to their own most logical conclusion. Consider context.
4. Communicate a message that is plain and simple.
5. Pre-empt objections or challenges.
6. Share an aspect that is the most unique.
7. Limit choices.
8. Listen.
9. Present evidence of interest and excitement from others.
10. Find something to affirm, agree with, or highlight about the other person or entity.

# Who do you need to persuade?

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- Peers
- Leaders
- Birth, foster, and kinship parents
- Stakeholders
- Steering committee members
- Who else?





**What** message do you need them to understand and embrace? Develop a list of 3 messages that you believe are most important for others to hear.

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**Principle 1:** *Consistent excellent parenting and meaningful relationships are the most important*

**Principle 2:** *Research on child, youth, and brain development and the effects of trauma. Informed by research.*

**Principle 3:** *The individuals most affected by policies and practices are in the best position to design and implement change.*





**Why** do each of these individuals and groups need to hear the messages?

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**How:** Develop 1 strategy for persuading each individual that you identified. Keep in mind the unique thing they need to hear and feel.

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# **Where and When** will you be engaged in persuasive conversations?

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- Steering committees and workgroups
- Regular QPI meetings
- Training during staff preservice training
- Training during foster/adoptive parent preservice training

Part	Description
Attention statement (or hook)	Use humour, novelty, surprise, an unusual fact, or a question to get the attention of your audience.
Introduction	Build interest by appealing to other's needs and wants and be clear about QPI as a strategy, QPI principles, and keep children at the center of the conversation.
Explanation	Establish credibility and build your relationship, discuss the difference the QPI strategy can make and address concerns or potential questions before they are even considered.
Call to action	Sum it up and offer solution steps or calls to action, motivating others to take the next step. The smaller the step, the more likely your audience will comply. It should be clear what they should do, by when, and how.

# Develop a Persuasion Plan

*Principle 1: Consistent excellent parenting and meaningful relationships are the most important*

*Principle 2: Research on child, youth, and brain development and the effects of trauma. Informed by research.*

*Principle 3: The individuals most affected by policies and practices are in the best position to design and implement change.*

# Facilitation Skills– General

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- Be clear about the overall goal of the meeting/session
- Craft a plan to get to the goal, but allow flexibility
- Model cultural sensitivity awareness, competence, and humility
- Encourage sharing of ideas
- Clarify instructions for any kind of activity or participation request.
- Shift your focus around the group
- Express gratitude for group contributions
- Determine hidden agendas



# Facilitation Skills – General

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- Determine who holds the energy in the group
- Determine who hold power and influence
- Find the diamonds and help them shine
- Determine who are the experts in the group
- Consider what expectations members bring with them
- Clarify and redirect the group when needed
- Expect resistance and use it to generate expansive ideas and strategies
- Plan for how to diffuse resistance or other problematic behaviors