The Art of Persuasion





Keep children at the center!

Agenda

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

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.



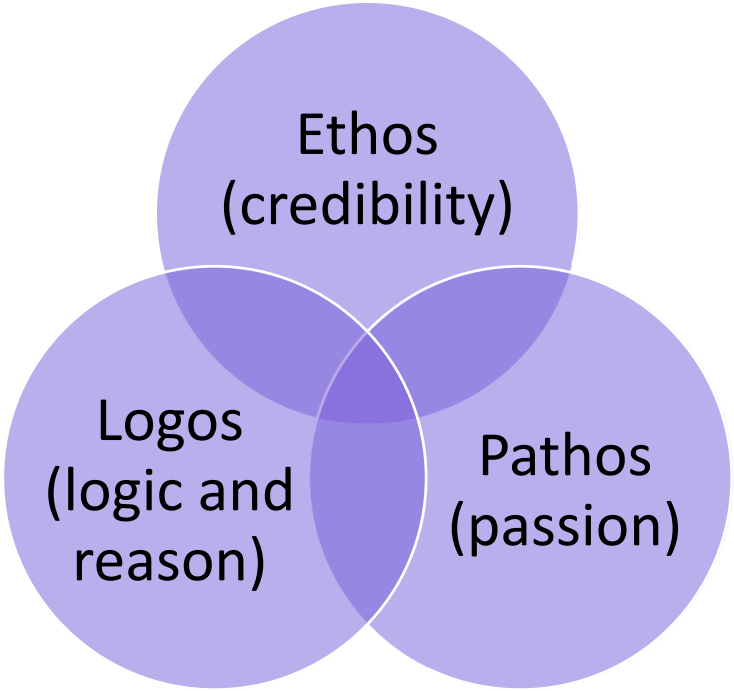
Persuasion, when done accurately, makes change at a physiological, mental, and natural level in the individual you are convincing. This makes it a delicate work of art.

Healthshots - Dr Ishita Mukerji



Lead with emotion and follow with reason.

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



VIDEO EXAMPLE

TED Talk

The Art of Persuasion

Persuasion in Action

As you watch, look for credibility, emotion, and logic — and what inspires action.



https://www.ted.com/talks/molly_wright_how_every_child_can_thrive_by_five

Molly Wright: Persuasion in Action

ETHOS	PATHOS	LOGOS
Credibility	**Emotion**	**Logic**
Uses developmental science and a live demonstration to build trust.	The baby's visible distress helps the audience feel why connection matters.	Explains how responsive interactions support early brain development.

What Makes Her Talk Persuasive?

She doesn’t just tell us. She shows us.

SEE

A real-time interaction makes the message visible.

FEEL

The audience connects emotionally with the baby.

REMEMBER

A simple demonstration makes the science stick.

Informing vs. Persuading

INFORMING

"Responsive relationships support brain development."

PERSUADING

"Here's why those everyday moments matter — and what you can do."

Information builds understanding. Persuasion inspires action.

A Powerful Voice at Just Seven Years Old

7

YEARS OLD

You don’t need to be the most powerful or experienced person in the room to influence others.

QPI reflection: Whose voices can move our systems to act?



DISCUSSION

Share your QPI passion point.

Share what makes you a credible messenger for QPI?

Share 1 point that demonstrates logic/reason for implementing QPI.



Persuasion Strategies and Techniques

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?

- ❑ 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.

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?



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



Where and When will you be engaged in persuasive conversations?

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

Develop a Persuasion Plan

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.

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Facilitation Skills – General

- 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

- 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