



Partnership and Community Collaboration Academy

Managing by Network 2021

Homework: Improve Your Persuasion Strategy

1. Identify a current persuasion challenge.
2. Complete the attached worksheet.
3. Share your takeaway on the [Self-Study and Homework Form](#).

Improve Your Persuasion Strategy

1. What is the goal of your persuasive strategy?

2. Who is your target audience?

3. What is the dominant characteristic of your audience?

Uninformed	Sympathetic	Hostile	Critical
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4. Consider your audience and goal, and the element(s) of persuasion that is/are underutilized. What is your initial persuasive strategy?

Establish Credibility	Provide Evidence	Frame Common Ground	Connect Emotionally
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5. How might you refocus your persuasive strategies to feature one or more underutilized practices?

- a. List 2 actions that you might take to change a person or group's attitude or behavior about an event, idea, object, or other person(s).

Action 1:

Action 2: