## The Behaviours of Influence: from Aristotle on the art of rhetoric …

**Logic**

1. Facts
2. Features
3. Quantitative data
4. Qualitative data
5. Financial metrics
6. Citing research/experts
7. Clear structure
8. Strong responses
9. Brevity
10. Handling

objections

1. Startling data
2. Identifying risks
3. Creating curiosity
4. Bold assertions
5. Benefits
6. Stories
7. Case studies
8. Metaphors
9. Painting a picture with words
10. Powerful questions

Credibility

**Emotion**

1. Credentials
2. Experience
3. Personal connection
4. Being well prepared
5. Expertise
6. Enthusiasm
7. Emotion words
8. Imagery
9. Scarcity
10. Smiling
11. Confidence
12. Common interests
13. Shared experiences
14. Humour
15. Empathy

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