McCombs Career Webinar

August 26, 2010
The Power of Persuasion:
Secrets of Influencing & Motivating People

by Jonathan Sprinkles, BBA ’99
Unwritten Rules of Persuasion

Persuasion requires research
Unwritten Rules of Persuasion

Persuasion requires a plan
Unwritten Rules of Persuasion

You teach people how to treat you
Unwritten Rules of Persuasion

No voice,
No value
Unwritten Rules of Persuasion

Big ears, little mouth
Unwritten Rules of Persuasion

Confront or Consult?
Strong-Willed People
Strong-Willed People

1. They are human and have human frailties.
2. They don’t like having tough conversations.
3. They don’t like having long conversations.
4. They are used to getting their way.
5. They will ONLY respect you after you stand up to them.
ERASE & REPLACE
Erase  Replace

BUT      AND
Erase  Replace

You  I
Erase
Can’t

Replace
Can
Erase

Trying To

Replace

Working On
Erase  Replace

I Think  I Believe
Erase
Don’t

Replace
Remember To
“Everyone is motivated to do something.

DO YOUR HOMEWORK!

-Jonathan Sprinkles
Thank You!

- The recording of today’s presentation, along with the PowerPoint slides, will be available on our Career Programming web page by next week:

  http://www.mccombs.utexas.edu/alumni/careers/programming/

- Next webinar: “Career Transitions” on 9/30 with Career Coach Tim Tow