

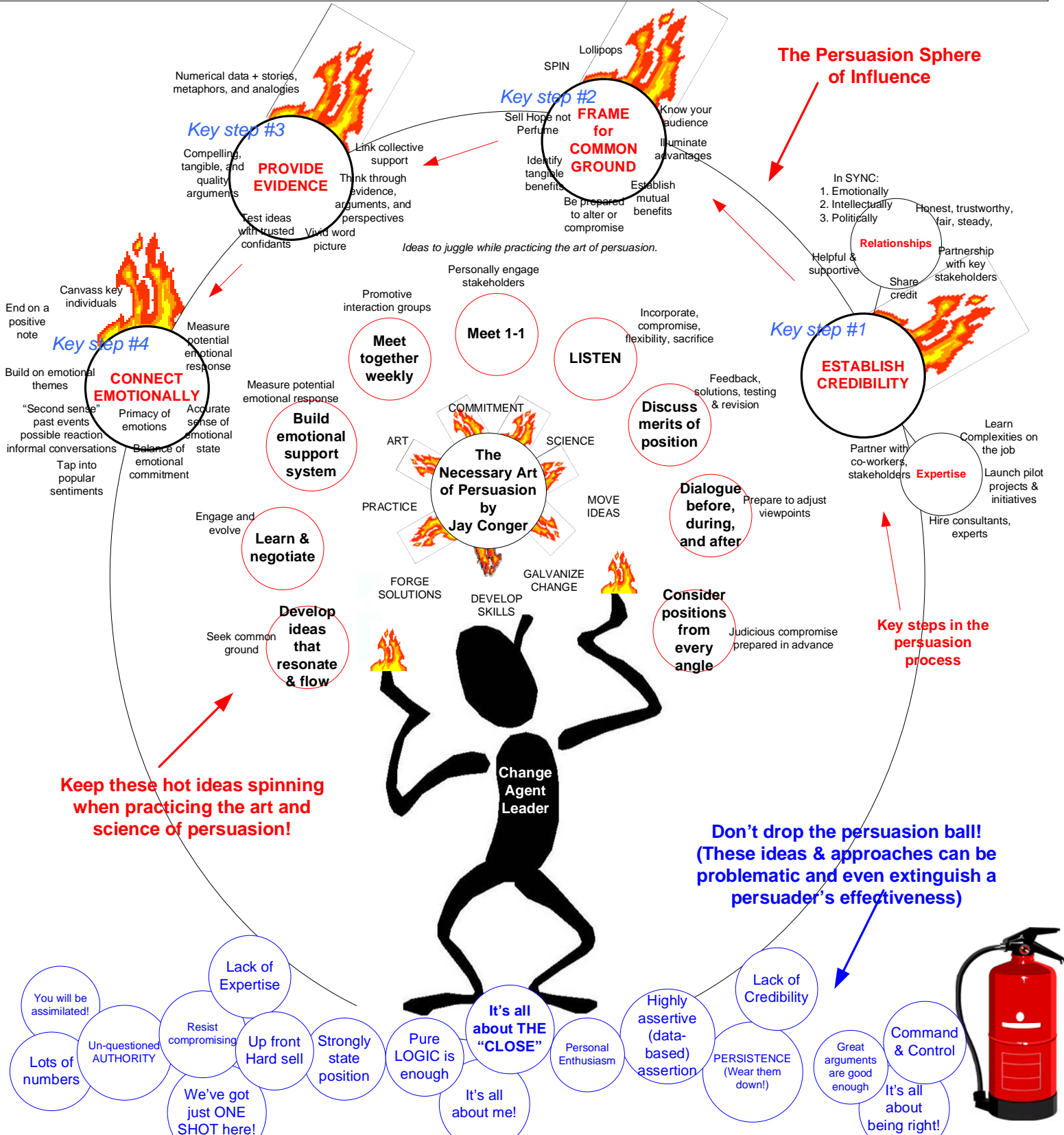
**Great balls of fire! The art of persuasion is sort of like juggling.**

Here is a matrix that provides some conceptual "ticklers" in a felicitous format that may be useful in helping the aspiring persuader avoid some common mistakes and to incorporate some of the key steps and ideas presented by Jay Conger in the article "The Essential Art of Persuasion," published in the Harvard Business Review, May-June 1998.

Matrix of salient ideas developed by Wolfram Alderson 2006

This is a brainstorm tool: add your own ideas to strengthen the persuasion process.

(The key ideas and the way they are presented here are inspired by Conger's work, but do not necessarily represent his point of view.)



Persuasion is a negotiating and learning process built upon finding shared solutions, careful preparation, thoughtful framing of arguments, presenting vivid supporting evidence, and listening to the needs of the audience. Persuasion is about using language to motivate others, articulating wisdom and strategy, and mobilizing others to adapt and evolve in response to challenges in business environments.