

## Influencing with Emotion: Handout

Emotions can have an influence on our thoughts and behaviours. As such, emotions can be an effective way of appealing to, or convincing other individuals. You may find it easy to list inspirational, charismatic individuals who are seen as convincing simply because they appear to understand the emotions of the individuals they are speaking to. Part of being influential, therefore, is to both understand, and appeal to others' emotions.

**Instructions:** For this exercise, work in pairs. Try to persuade your discussion partner to do something. This could be to buy an item from you, to go to an event with you, or to help you out with a task. You can break down your emotional appeal to the following three stages:

