

THE ART OF PERSUASION

Grading Element	Exceptional (4 Points)	Competent (3 points)	Needs Improvement (2 points)	Unsatisfactory (1 point)	Score
Persuasion Skills	I realise that I have the right and ability to persuade others; I always show good EQ, have healthy self esteem, am motivated and organised.	I can persuade others; I often show good EQ and have healthy self esteem, Can be motivated and organised at times.	I sometimes have the ability to persuade others; I rarely show good EQ or healthy self esteem. Rarely motivated and not usually organised.	I don't feel that I have the right or ability to persuade others. Don't know what EQ skills are, low opinion of self. Never motivated or organised.	
Principles Of Persuasion	I always talk to people about themselves with excellent communication skills; I have great empathy, good listening skills and rapport.	I mostly talk to people about themselves with good communication skills; I mostly have good empathy, good listening skills and rapport.	I sometimes talk to people about themselves with good communication skills; I sometimes have good empathy; listening skills and rapport need improvement.	I never talk to people about themselves. I don't communicate well; I lack empathy; I rarely listen and have no rapport with others. I use coercion to get what I want.	
Building Trust	I always do what I say I will do; am open and honest and speak from the heart . I am calm and display my loyalty and integrity at all times.	I mostly do what I say I will do; am open and honest and speak from the heart . I am calm and display my loyalty and integrity often.	I sometimes do what I say I will do and sometimes speak from the heart. I need to display my loyalty and integrity more often.	I never do what I say I will do and rarely express my feelings honestly. I don't display my loyalty and integrity and have great difficulty staying calm.	
Influence	I always use the principles of influence to persuade others: reciprocity, social proof, consistency, authority, liking and scarcity.	I mostly use the principles of influence to persuade others: reciprocity, social proof, consistency, liking authority, and scarcity.	I sometimes use reciprocity, consistency, authority and scarcity to influence others; I need to improve on social proof and liking.	I never use reciprocity, and consistency to influence others, I rely on authority and scarcity and have no need for social proof or being liked.	
Framing	When persuading others I always let them know the downside and the ongoing benefits in a clear simple way with regard to how they feel.	When persuading others I mostly let them know the downside and the ongoing benefits in a clear simple way.	When persuading others I often let them know the downside and the ongoing benefits. Need to improve clarity and simplicity.	When persuading others I never let them know the downside and the ongoing benefits. I use coercion and don't care about how they feel, too blunt.	

Action Items

Final Score

/20