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October 2013



### Welcome to *the Centre for Change Management* monthly bulletin

We thought the warm weather was over! It has been warm and wet so far this Autumn. We hope it is being fruitful for you.

We are a growing qualifications centre, interested in the subject of organisational change.

Our bulletin is designed to share our thoughts and insights in effective change management. Please share anything we publish with your clients and help us by adding your experiences and comments to our blog, twitter or facebook page:



If you'd like to know more about how our qualifications can add value to your change proposition, visit our website [www.c4cm.co.uk](http://www.c4cm.co.uk), email me at [amanda.muscat@c4cm.co.uk](mailto:amanda.muscat@c4cm.co.uk) or call me on 0117 230 5091.

Regards

Amanda Muscat  
Marketing & Communications Director

## Persuasion Skills

is it so obvious?

Being a change manager is hard. Not least because in many situations you don't have line management authority to compel people to change. Of course, you would always prefer people to change through the power of your argument and your personal persuasion skills! So what are persuasion skills? Robert Cialdini has been researching this topic and recently shared his results in the [Harvard Business Review](#).



Robert Cialdini

Cialdini identified six principles, some more obvious than others:

### 1. Liking

It seems obvious, but if people like you they are more likely to say Yes! People will like you because they sense that you like them or you have things in common.

### 2. Reciprocity

If you help someone, they will help you. People like to return favours.

### 3. Social proof

People will do things they see other people doing; especially if those people seem similar to them (peer group).

### 4. Commitment and consistency

People want to appear to be consistent in their peer group. If they make a public commitment to something they will want to follow through - a bit like a contract.

### 5. Authority

People are surprisingly open to persuasion by other people they consider have authority (such as senior managers) or technical competence. More surprising is that many senior managers are unaware of their role in

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## News

### Sue Vowler and Andy Murray start our Advisory Board

We are very proud to announce that Sue Vowler and Andy Murray have agreed to join our Advisory Board. They are the first two members; we hope to recruit a few more leading industry figures soon.

### New! Workbooks for assessment



We now have a range of workbooks for assessment. These workbooks enable the candidate to enter their assessment evidence onto the question paper. This is much more convenient for the candidate. It also makes handling assessment easier for training organisations.

Please [contact us](#) if you would like

influencing others in the organisation!

## 6. Scarcity

People value things that appear to be scarce. Hence the emphasis on 'last chance' or 'offer ends tomorrow' in advertising.

I am sure you could use some of these skills in your job and social life. Read a full [article in our blog](#) to see how they can be applied to change.

What do you think? Send us a tweet (@C4ChangeMgt) to let us know. Follow us to see what is being said.



to use workbooks for your C4CM qualifications.

## #tweet of the week

We re-tweet ideas and comment from close associates:

@Bestoutcome



This is a link to an interesting blog post which compliments our own views.

Shareholder value at risk is a key measure in major #change projects <http://bit.ly/1aeN63g>

Follow us on [twitter](#)

## Skills and training assessment

For more about our qualifications and assessment visit our website [www.c4cm.co.uk](http://www.c4cm.co.uk).

If you are interested in including our qualifications in your learning portfolio please contact Amanda on 0117 230 5091 or email me at [amanda.muscat@c4cm.co.uk](mailto:amanda.muscat@c4cm.co.uk).



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