

Persuading and Influencing

Advanced Leadership and Change Management



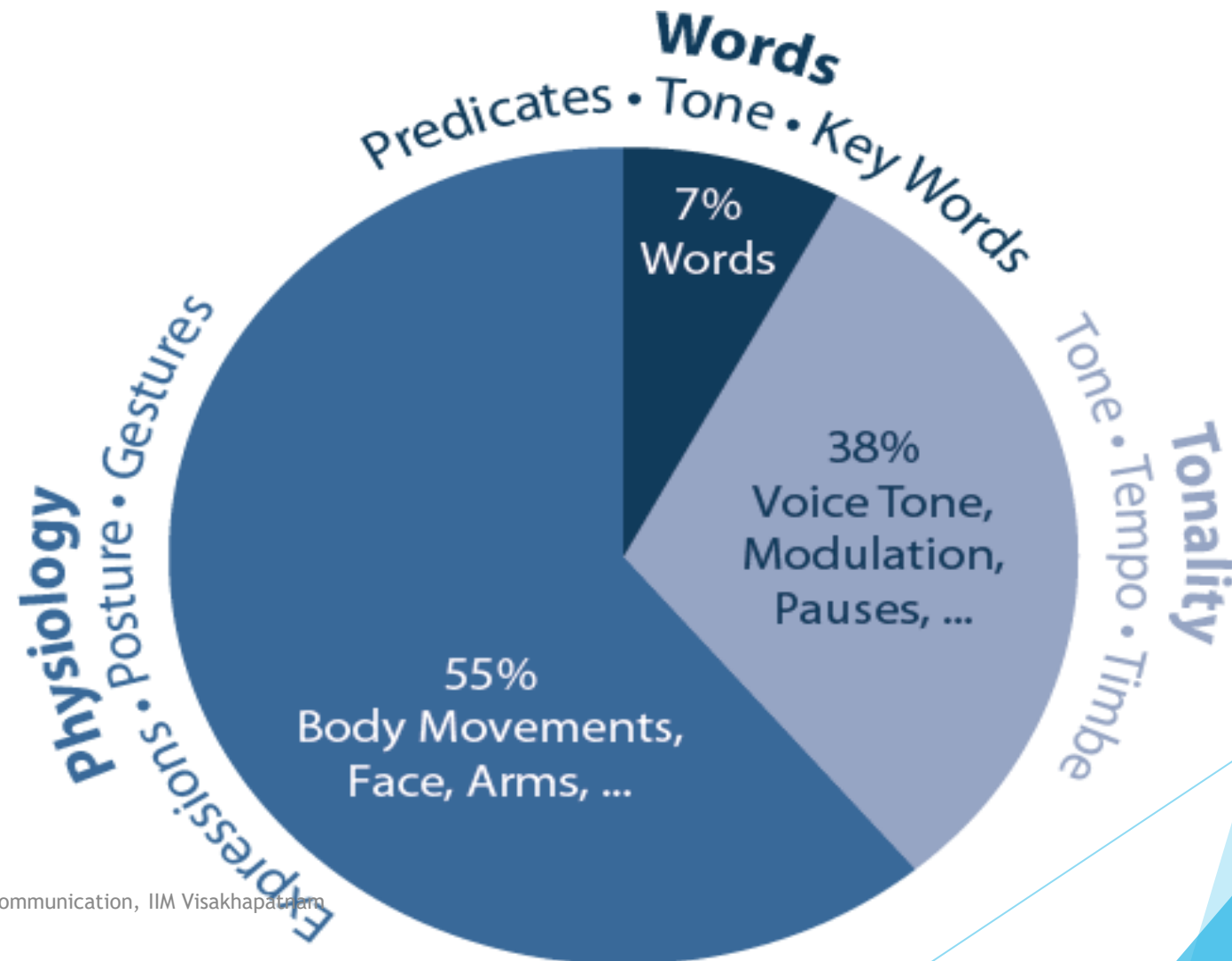
Dr. Chandreie Mukherjee

Assistant Professor

IIM, Visakhapatnam

Email: chandreie@iimv.ac.in

The Mehrabian Model



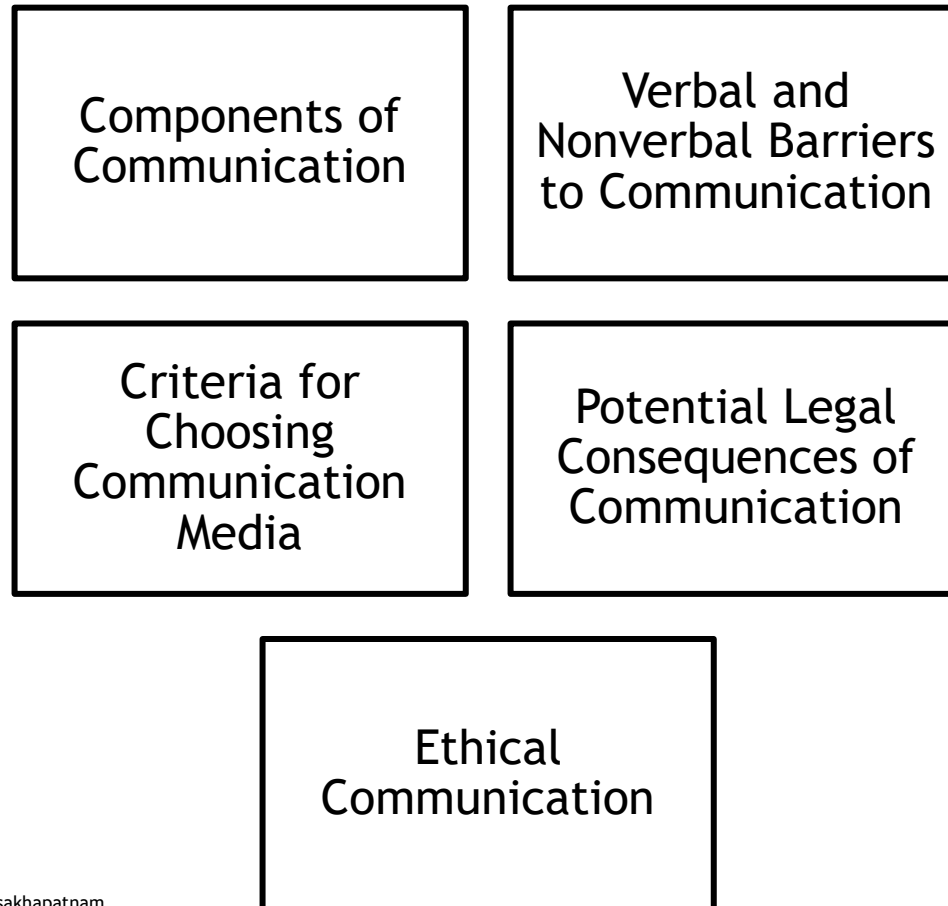
LEVELS OF COMMUNICATION

- **INTRAPERSONAL** : Intrapersonal Communication is a communicator's internal use of language or thought. It can be useful to envision **intrapersonal communication** occurring in the mind of the individual in a model which contains a sender, receiver, and **feedback** loop.
- **INTERPERSONAL** : **Interpersonal Communication** is the process by which people exchange information, feelings, and meaning through verbal and non-verbal messages.
- **ORGANISATIONAL** : **Organizational Communication**, is the role of **communication** in **organizational** contexts. Its main function is to inform, persuade and seek issue-based knowledge
- **MASS OR PUBLIC**: **Public Communication** happens when individuals and groups engage in dialogue in the **public** sphere in order to deliver a message to a specific audience. Newspaper editorials and billboard advertisements are a few forms of **public communication**.

7 C's of Communication



Understanding Business Communication



Barriers of Communication



Organizational Structure/Difference in Status



Closed Communication Climate/ Lack of Trust



Incorrect choice of Medium



Message complexity/ Message Competition



Unethical Communication



Physical Distractions

Overcoming the barriers (PLUS)

- **PLAN:** Begin with a plan and edit for maximum clarity (purpose, main points/ content & delivery method)

Email: factual content

Phone/face to face: emotional content

Face to face: Not sure of the content/outcome

- **LISTEN:** Listen with an open mind what the other person has to say. (shows respect, trust)
- **UNDERSTAND:** Ask questions, make him feel heard.
- **SAY WHAT YOU WANT:** Be clear, concise, cater to the needs of other person, make notes and follow up.

Communication Media Choices



Dr. Chandreie
Mukherjee,
Management
Communication, IIM
Visakhapatnam

Rhetoric: Using all available means of persuasion to inform, educate, or entertain. – EXIGENCE

Rhetorical Situation: The circumstances in which you communicate

Kairos is qualitative.

Chronos is quantitative.

Topos is space

