

How to Inspire & Convince?

Advanced Leadership and Change Management

Two important pitching methods:

- Exclusive

- Inclusive

How do you convince people that you have the right views, the better ideas?

- By the power of your arguments
- The way you structure / FRAME your arguments

Characteristics of a good frame are:

1. Good frames stick.

2. A good frame has high level of common sense. It is the one you agree with intuitively.

3. There is a villain. (we are not saying they are bad but focus on the fact that we are good)

4. A good frame is that it attacks your opponents' core values. And when their core values are attacked they are forced to respond. They cannot simply ignore what has happened. In other words, they are forced to step into your frame.

1. *Victims, Villains and Heroes*

2. *3P-model*