



PINEAPPLE

# Module 1: Adapting Messaging for Stakeholder Buy-In

with Elizabeth Goins, Ph.D.

# Our Agenda

Module 1:

Adapting Messaging for Buy-In

Module 2:

Pitching Ideas & Answering Questions

Module 3:

Designing Slides & Presenting Skills

Module 4:

Practicing & Getting Feedback



# Nine Influence Tactics

\*Rational persuasion : Use of reason, logic, or facts.

\*Inspiration: Appeal to people's emotions, ideals, or values.

\*Consultation: Getting others to participate in making decisions.

Ingratiation: Use of praise, flattery, or humor.

Personal appeals: Use of friendship and loyalty to convince others.

Exchange : Trading favors.

Coalition : Using other people to help you make your appeal.

Pressure : Demanding compliance or using intimidation or threats.

Legitimizing tactics: Referring to a higher-level authority or relying on your personal authority position.

*\*These core tactics are shown to be positive and effective, and to produce commitment.*

# Seven Influence Principles

**Reciprocity:** We're more likely to give when we get a little in return.

**Commitment:** People want their beliefs to be consistent with their values.

**Social Proof:** We look to others to validate our beliefs and actions.

**Authority:** We look to authority figures to validate our beliefs and actions.

**Liking:** The more you like someone, the more you'll be persuaded by them.

**Scarcity:** When you believe something is in short supply, you want it more.

**Unity:** If you feel included, you're more likely to participate.

# 3 Steps to Stakeholder Buy-In



**Analyze  
Your  
Audience**



**Analyze  
Your  
Purpose**



**Analyze  
Your  
Situation**

# Who is my audience?



Primary



Secondary

# Who is my audience?



**Decision  
Makers**

**Influencers**

**Resource  
Holders**

**Critics**

**Experts**

# Who is my audience?



**What do they already know about my topic?**



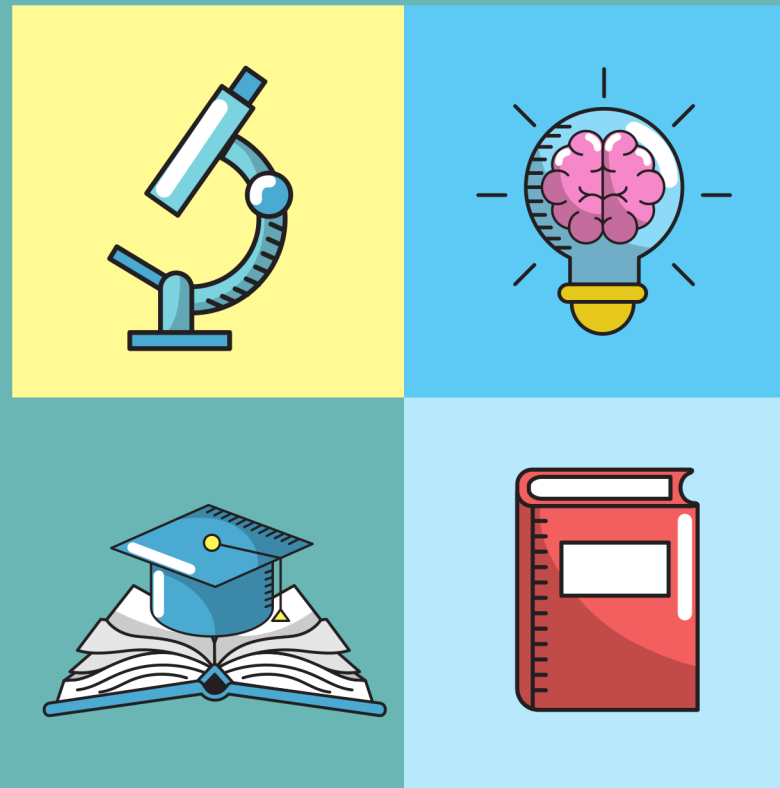
**Why should they care about this topic?**



# Who is my audience?



What do they  
expect?



What do they  
need?



What do they  
want?

# What is my purpose?



**Informing**



**Persuading**



**Promoting  
Goodwill**

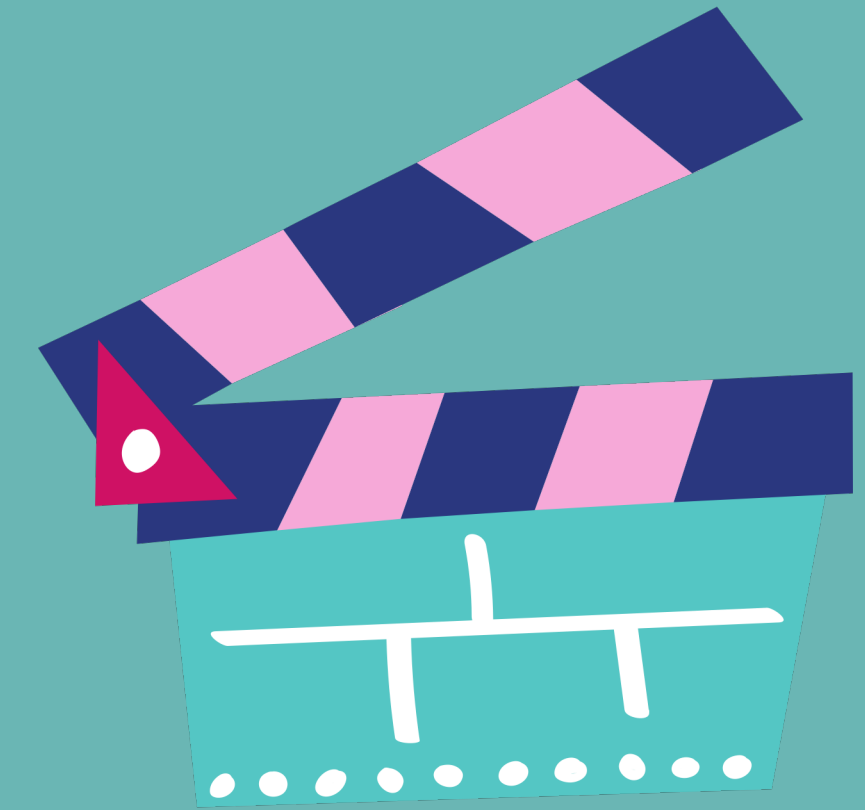
# What is my purpose?



**What do I want  
them to  
believe?**



**What emotions  
do I want them to  
feel?**



**What actions do I  
want them to  
take?**

# What is my purpose?

I will convince our leadership team that investing in training now will help us retain top talent in the future.

I will inspire my colleagues to advocate for this issue in their local communities and hospitals.

I will influence my legislators to support policies and reforms that address this issue for Texans.

# What is my situation?



**Format**



**Timing**



**Disruptions**

One influencing technique helped servers double their tips, negotiators get better outcomes, and salespeople double their equipment sales.

What was the technique?



# WHICH TECHNIQUE WORKED?

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## OPTION 1

They began their conversations by commenting on the weather.

## OPTION 2

They matched their verbal styles (words and expressions) to styles of their conversation partners.

## OPTION 3

They said they were knowledgeable about what they were recommending.

# MIRRORING

We like people who  
communicate like us in all  
interactions...  
even hostage negotiations!





An online sofa store directed half of their visitors to a landing page with clouds in the background; the other half saw pennies in the background.

What happened?

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# WHAT HAPPENED?

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## OPTION 1

Those seeing clouds preferred comfortable sofas for purchase.

## OPTION 2

Those seeing pennies preferred low-price sofas for purchase.

## OPTION 3

Both Option 1 and Option 2.

# PRIMING

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Priming is providing a stimulus that influences someone's near-term future thoughts and actions, even though they may not seem to be connected. Priming also increases the speed at which the second, related item is recognized.



Epilepsy sufferers having trouble staying on their medication schedules were asked to formulate a plan to help them comply.

One type of plan helped dramatically...

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# WHICH PLAN HELPED?

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## OPTION 1

"The next time I forget my pills, I will use the disappointment to shame myself into staying on schedule in the future."

## OPTION 2

"I will simply no longer allow myself to forget to take the pills on time."

## OPTION 3

"I will take my pills in the morning after I've finished brushing my teeth."

# FRAMING

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Plans linked to specific time and place, that we personally select, and personally link to our goals, are very effective motivators.

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# 3 Steps to Stakeholder Buy-In



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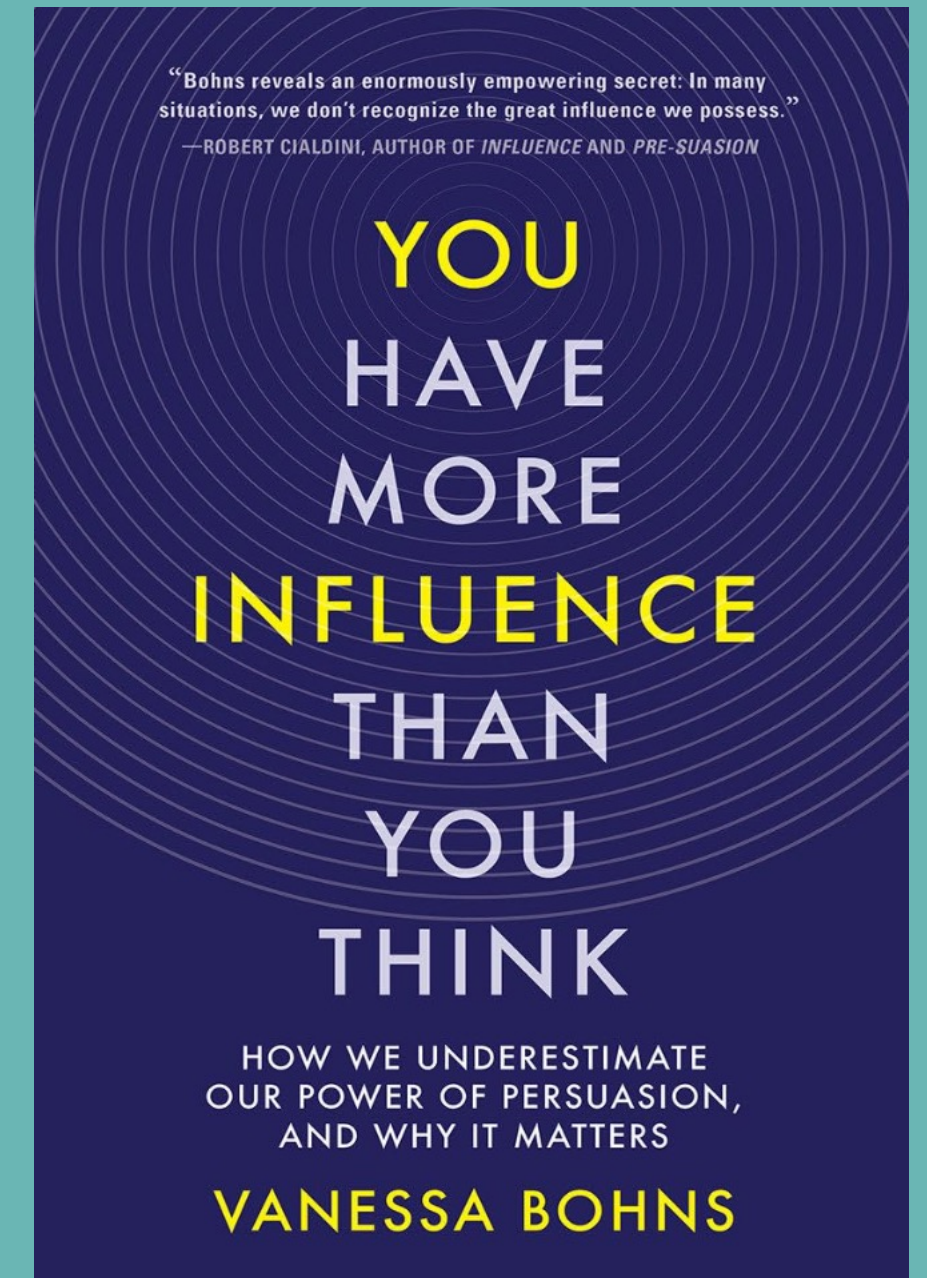
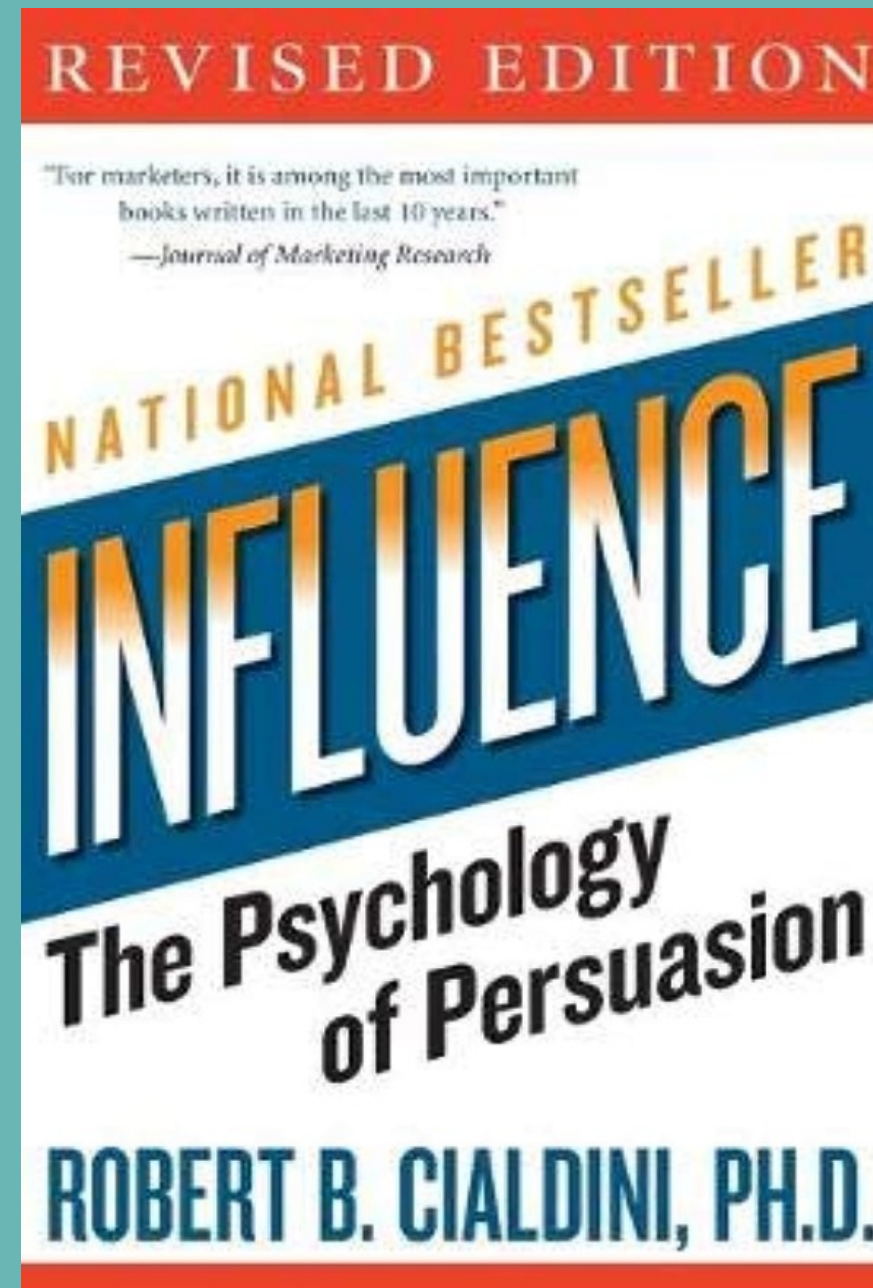
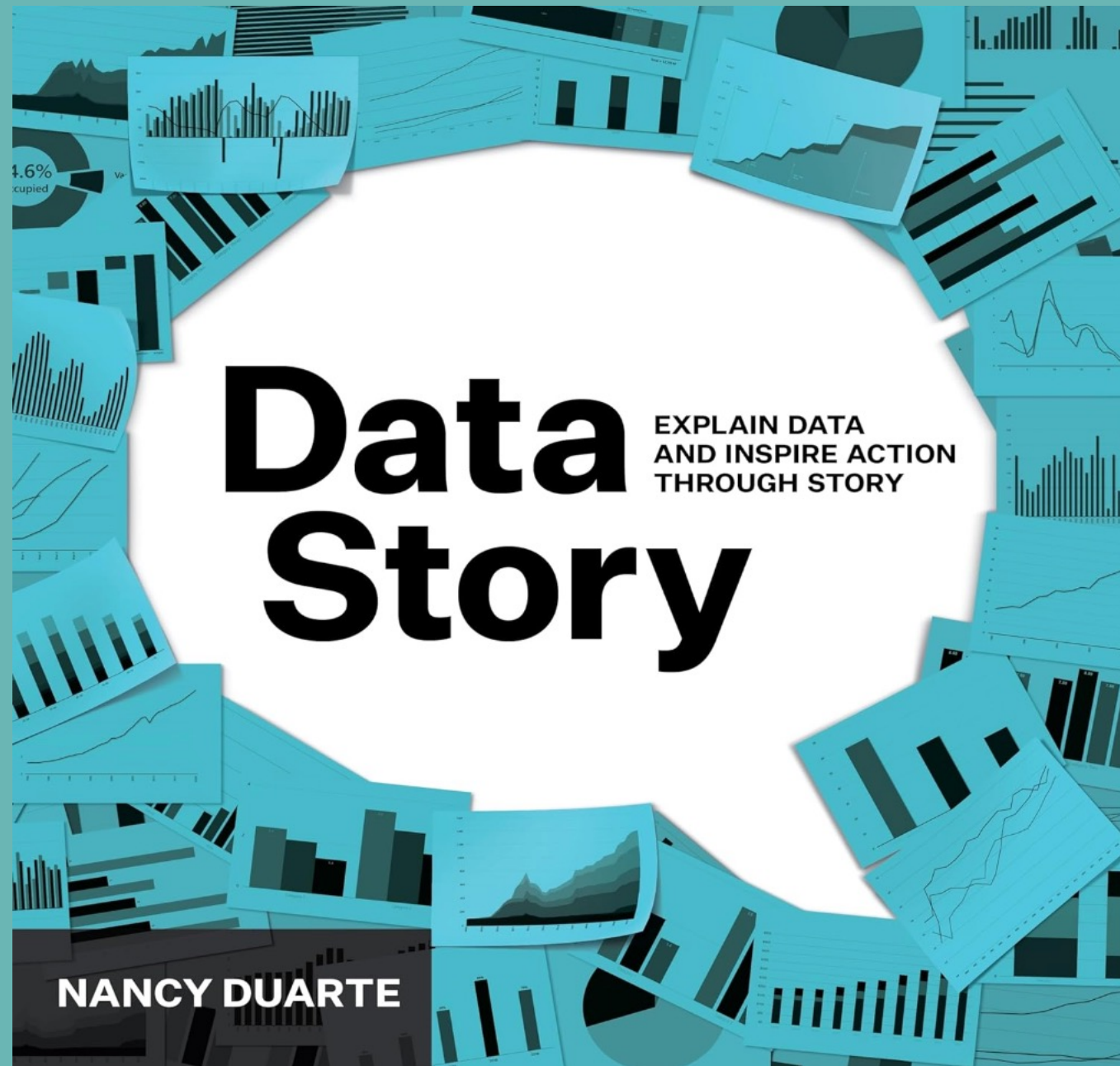
**Analyze  
Your  
Situation**

# Questions for Module 2

1. What are the main points of our presentation and pitch?
2. What evidence will we use to support our points?
3. What is the one thing we want each audience to remember from our presentation and pitch?
4. How will we need to adapt our content for both situations?



# Additional Resources





PINEAPPLE

THANK YOU!

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