
Persuasion

*A tool used to get
the human mind
to reach
conclusions.*



The Harvard Business Review—

*“Business today is largely run by teams and populated by authority-averse baby boomers and Generation Xers. That makes persuasion more important than ever as a managerial tool. But contrary to popular belief, persuasion is not the same as selling an idea or convincing opponents to see things your way. It is instead a process of learning from others and negotiating a shared solution. To that end, persuasion consists of four essential elements: **establishing credibility, framing to find common ground, providing vivid evidence, and connecting emotionally.**”*

Gospel Persuasion

- Teaching the Gospel requires persuasion.
- Being a Christian requires becoming one!
- Persuasion is the moving of the human will by giving compelling reasons.
- Persuasion, not coercion, is what God wants.