Emotion-Based Influence

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Marana Health Center – WIC Program
January 2013
Agenda

• Part I
  – Introduction
  – Nutrition Education: Then & Now

• Part II
  – Principles of Emotion-Based Influence

• Part III
  – Magical Tools
WHY ARE WE DOING THIS?
“They may forget what you said, but they will never forget how you made them feel.”

~ Carl W. Buechner
### Nutrition Education: Then & Now

<table>
<thead>
<tr>
<th></th>
<th>Didactic</th>
<th>Participant-Centered</th>
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</thead>
<tbody>
<tr>
<td>Educator’s Presentation</td>
<td>Educator strives to be seen as a knowledgeable expert</td>
<td>Educator strives to be seen as a facilitator or partner, supportive and open to the participant’s views</td>
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</tbody>
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- **Didactic**
  - Educator strives to be seen as an expert.

- **Participant-Centered**
  - Educator strives to be seen as a facilitator or partner, supportive and open to the participant’s views.
<table>
<thead>
<tr>
<th>Stylistic Characteristics</th>
<th>Didactic</th>
<th>Participant-Centered</th>
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|                           | • Decides nutrition/health behavior changes that the participant should make  
|                           | • Informs the participant what is wrong with her current nutrition/health behaviors  
|                           | • Tells the participants what specific behavior changes to make to improve her health and her children’s health  
|                           | • Presents an action plan with broad behavioral objectives  
|                           | • Asks closed-ended questions to confirm the participant’s understanding of the information the educator conveys  | • Elicits information from the participant about her goals and concerns  
|                           |         | • Helps the participant determine nutrition/health behaviors she wants to change  
|                           |         | • Offers information and ideas for how to accomplish behavior change, with small do-able steps  
|                           |         | • Helps the participant identify barriers to change and strategies to overcome them  
|                           |         | • Asks open-ended questions to encourage active participation from the participant  
|                           |         | • Uses active listening skills  
<p>|                           |         | • Provides education in the context of each participant’s goals, culture, and personal circumstances  |</p>
<table>
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<th>Anticipated Outcomes</th>
<th>Didactic</th>
<th>Participant-Centered</th>
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<tr>
<td></td>
<td>• Participant leaves with information she can use to change educator-</td>
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<tr>
<td></td>
<td>identified nutrition/health-related behaviors</td>
<td>• Participant gains ideas about small steps she can take, motivation to take those</td>
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<td>steps and a feeling of support that can help her change her nutrition/health-related</td>
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<tr>
<td></td>
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<td>behaviors</td>
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Part II
Principles of Emotion-Based Influence

1. Likeability
2. Consensus
3. Reciprocity
4. Consistency
5. Authority
6. Scarcity
Likability
Principle #1: Likeability

- Which is more important? For you the client to like you or the client to feel like you like them?
Likeability

1. Write 3 actions you will take to be more likeable with your clients/patients.

2. Write 3 actions your clinic can take to be more likeable.

3. What actions can team members take to be more likable to each other?
Principles of Emotion-Based Influence

1. Likeability
2. Consensus
3. Reciprocity
4. Consistency
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6. Scarcity
Principle #2: Consensus

• What does “consensus” mean?

When deciding how to act or think, people examine the actions of others like themselves before deciding how to act.
Principle #2: Consensus

• How will you feature the thoughts and actions of other people when trying to influence clients to a new action, attitude, or idea?
What Can We Do?
Principles of Emotion-Based Influence

1. Likeability
2. Consensus
3. Reciprocity
4. Consistency
5. Authority
6. Scarcity
Principle #3: Reciprocity

• What does “reciprocity” mean?
  – The quality or state of being reciprocal: mutual dependence, action, or influence.
  – A mutual exchange of privileges; specifically: a recognition by one of two countries or institutions of the validity of licenses or privileges granted by the other.
Reciprocity

- People feel obligated to give back what has been given to them.
Reciprocity

• How will you give your clients these gifts?

• How will you give your team members these gifts?
Reciprocity

• Gifts to Child
  – Wow! You’re a fruit and veggie SUPER STAR!
  – Compliment child’s outfit
  – You are so smart!
  – I see your mother in you.

• Gifts to Mom
  – Say to child, “Isn’t your mom amazing?”
  – Say to child, “You’re so lucky to have her as your mom!”
  – You are so organized!
  – Thank you for making time to see us today.
  – It warms my heart to see such a special bond between you and your child.
Reciprocity
Principles of Emotion-Based Influence

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Principle #4: Consistency

Once people take a stand, they will experience internal and external pressure to be consistent with what they previously said they would do or say.
I PLEDGE
not to consume alcohol in front of my child.

I pledge to create a positive influence.

I will never drink alcohol for children's sake.

The Indian EXPRESS
JOURNALISM OF COURAGE
Jennifer’s goal is to lose 40lb by Eric’s 1st birthday.
I am committed to providing a smoke-free home for my child.
Next Steps

“You have a 30 year mortgage, a 5 year car lease, and a lifetime gym membership...but you’re afraid of commitment?”
Principles of Emotion-Based Influence

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Your influence like your shadow extends to where you may never be.
Principle #5: Authority
Principle #5: Authority

- Your credibility is greater if you start by mentioning a weakness in your case first.
Principle #5: Authority

• This leads to greater trust because you are being open and honest.

• You “have their back.”
Principle #5: Authority

- No need to mention the biggest weakness or more than one weakness.
- Always **follow** with the strongest emotion-based reason for the change.
Principle #5: Authority

• Create a statement related to an action you would like your clients to take that starts with a weakness and ends with an emotion-based punch!
Principle #5: Authority

• Example:
  – Scenario: Mom is frustrated that her baby isn’t latching well and she’s ready to give up.

  – You, me and a lot of other moms out there have also struggled with breastfeeding but we can push through together and the bonding with your miracle baby is a memory you will treasure forever.
“The only diet shake I recommend is the shake your booty makes when you exercise.”
Principles of Emotion-Based Influence

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Principle #6: Scarcity

• What does this mean?

Opportunities seem more valuable when they are less available.
Scarcity

• Frame the Loss

  Telling people what they will miss is more powerful than listing the benefits of taking action.
Scarcity

(Potential Loss) and (Key Promise)

Emotional Gift
Scarcity

• Create a statement for clients that “frames the loss” of not taking action.

• Create a statement for team members that “frames the loss” of not taking action.
Scarcity

• Example:

By choosing not to breastfeed, you’ll miss out on all the bonding only breastfeeding mothers and babies experience.
Emotion-Based Influence

- Emotion
- Influence
- Information
- Behavior Change
Reasons for Behavior Change

• Functional Benefits
  – When your child is active, she will have less chance of being overweight.

• Emotional Benefits
  – I am an intelligent, caring parent who protects my child's future when I choose to be active with her daily.
Reasons for Behavior Change

• Functional Benefits
  – When your child drinks from the cup rather than the bottle, she will have less chance of developing baby-bottle tooth decay.

• Emotional Benefits
  – I am a mother who takes charge and feels in control of my child’s future when I offer her milk from a cup rather than the bottle. This may seem like a small thing, but I am protecting her innocent smile. When I see her smiling kindergarten picture, I will know that I did what was right.
Opening the Doors to…

Greater Influence
Take a 10 minute break!
Part III
Contact Information

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