



# **Emotion-Based Influence**

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# Agenda

- Part I
  - Introduction
  - Nutrition Education: Then & Now
- Part II
  - Principles of Emotion-Based Influence
- Part III
  - Magical Tools

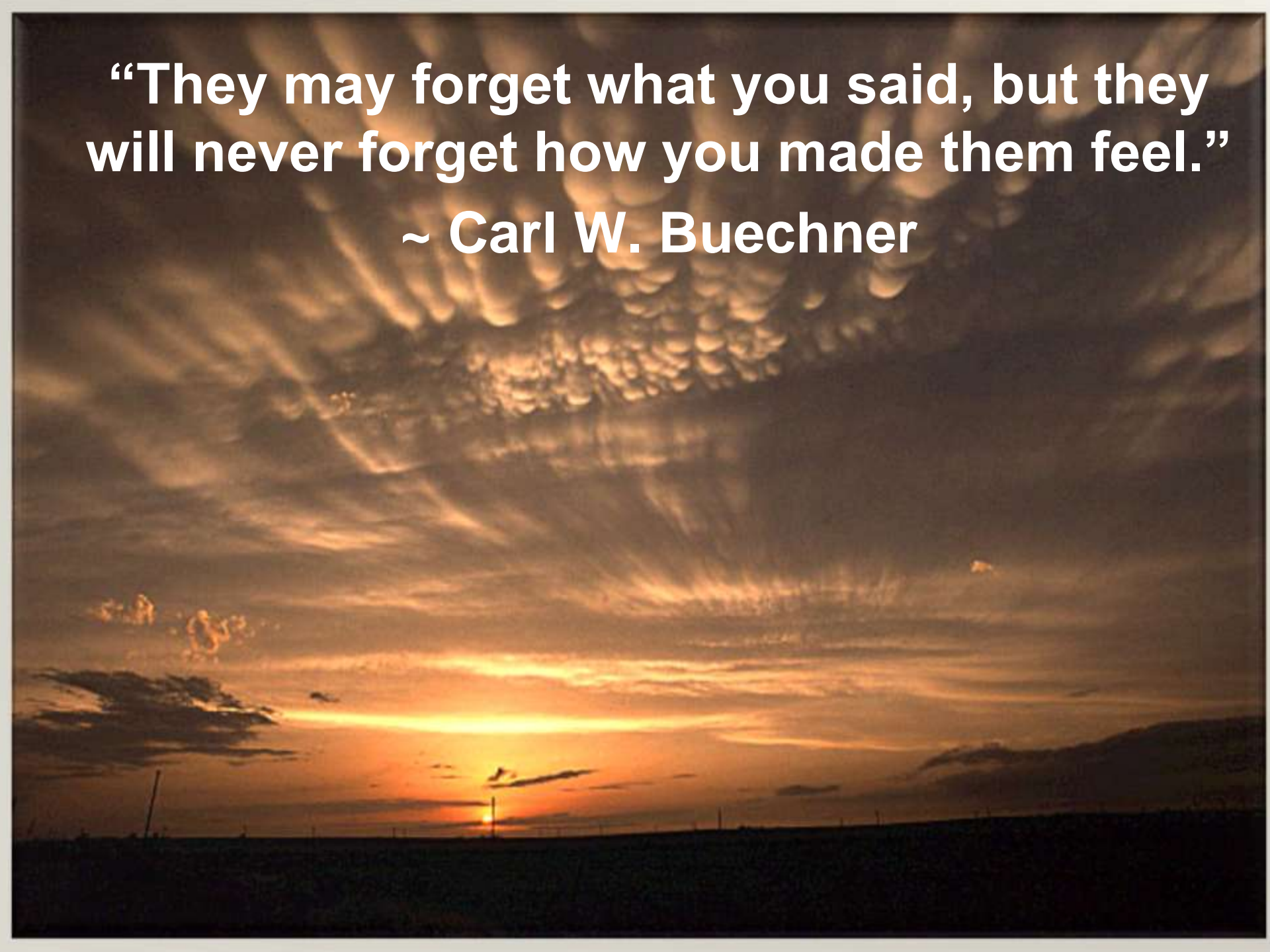


# Part I



**“They may forget what you said, but they  
will never forget how you made them feel.”**


**~ Carl W. Buechner**



# Nutrition Education: Then & Now

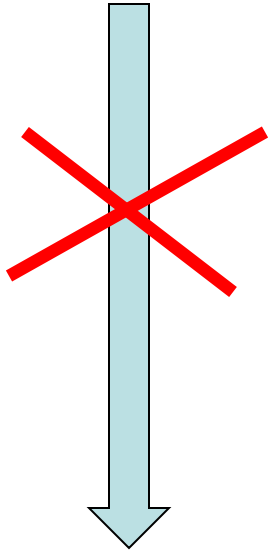
	Didactic	Participant-Centered
Educator's Presentation	Educator strives to be seen as a knowledgeable expert	Educator strives to be seen as a facilitator or partner, supportive and open to the participant's views

	Didactic	Participant-Centered
Stylistic Characteristics	<ul style="list-style-type: none"> <li>• Decides nutrition/health behavior changes that the participant should make</li> <li>• Informs the participant what is wrong with her current nutrition/health behaviors</li> <li>• Tells the participants what specific behavior changes to make to improve her health and her children's health</li> <li>• Presents an action plan with broad behavioral objectives</li> <li>• Asks closed-ended questions to confirm the participant's understanding of the information the educator conveys</li> </ul>	<ul style="list-style-type: none"> <li>• Elicits information from the participant about her goals and concerns</li> <li>• Helps the participant determine nutrition/health behaviors she wants to change</li> <li>• Offers information and ideas for how to accomplish behavior change, with small do-able steps</li> <li>• Helps the participant identify barriers to change and strategies to overcome them</li> <li>• Asks open-ended questions to encourage active participation from the participant</li> <li>• Uses active listening skills</li> <li>• Provides education in the context of each participant's goals, culture, and personal circumstances</li> </ul>

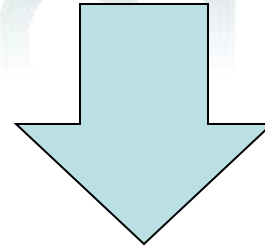
	Didactic	Participant-Centered
Anticipated Outcomes	<ul style="list-style-type: none"><li>• Participant leaves with information she can use to change educator-identified nutrition/health-related behaviors</li></ul>	<ul style="list-style-type: none"><li>• Participant leaves with information</li></ul>  <ul style="list-style-type: none"><li>• Participant gains ideas about small steps she can take, motivation to take those steps and a feeling of support that can help her change her nutrition/health-related behaviors</li></ul>



# LOGIC



# EMOTION



# CHANGE



# 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
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# 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.

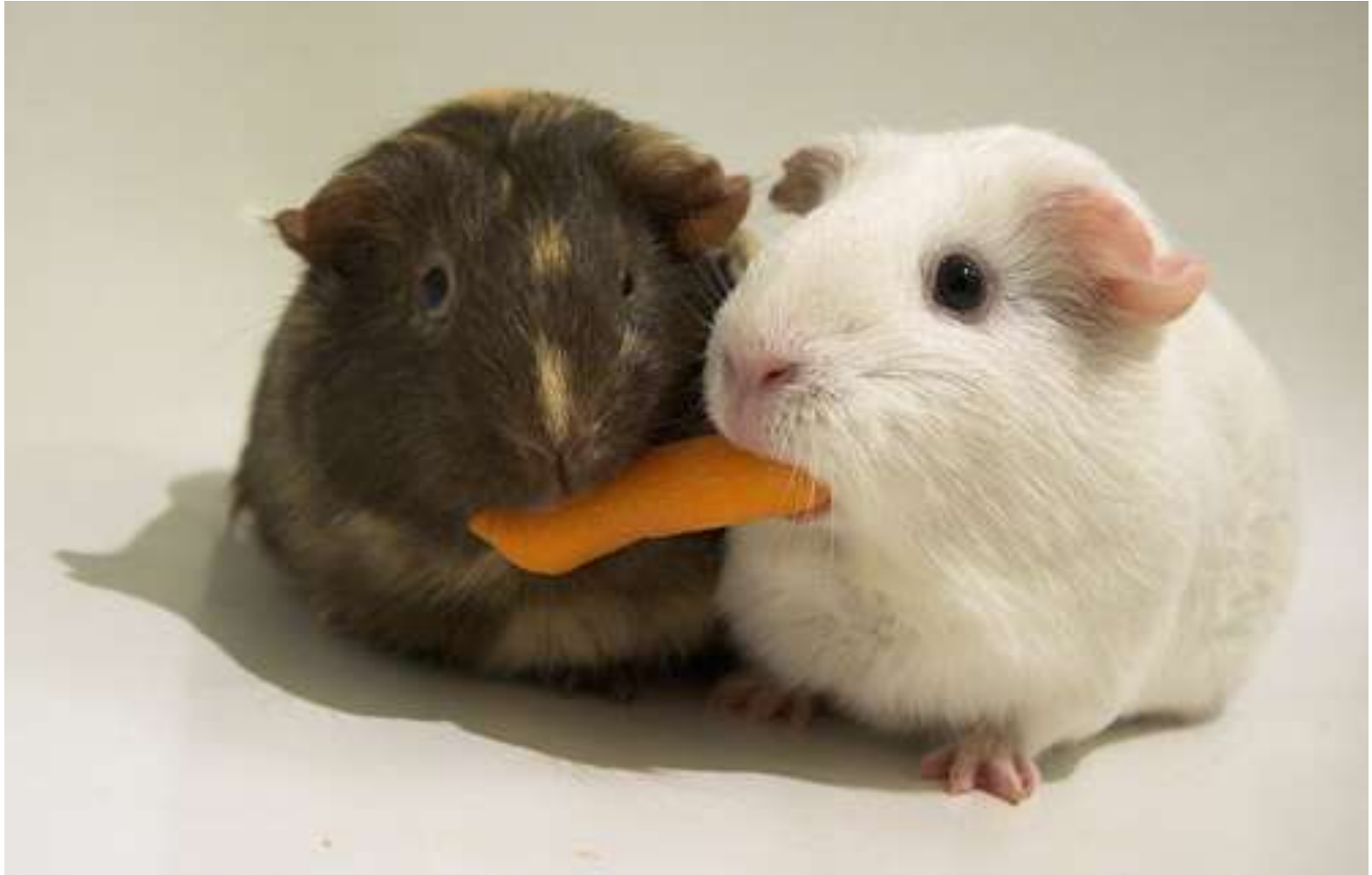


- Gifts to Mom

- 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



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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.

**TAKE  
A STAND**



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 sake



The Indian **EXPRESS**  
JOURNALISM OF COURAGE

**Jennifer's goal is ...  
to lose 40lb  
by Eric's 1<sup>st</sup> birthday.**

You can thin down  
— long before your BABY walks



Returning to your pre-pregnancy weight is always possible. Make good health a part of your postpartum routine by moving more, choosing nutritious foods, drinking plenty of water, and eating less.



I am  
committed  
to providing a  
smoke-free  
**home** for  
my child.

More meaningful  
than 18 years of SMOKING



If you spend \$5 a day on cigarettes, you'll have spent \$32,850 by the time your child is 18. YOU have the power to help determine your child's future. Stop smoking and start saving for the future today.



# Next Steps

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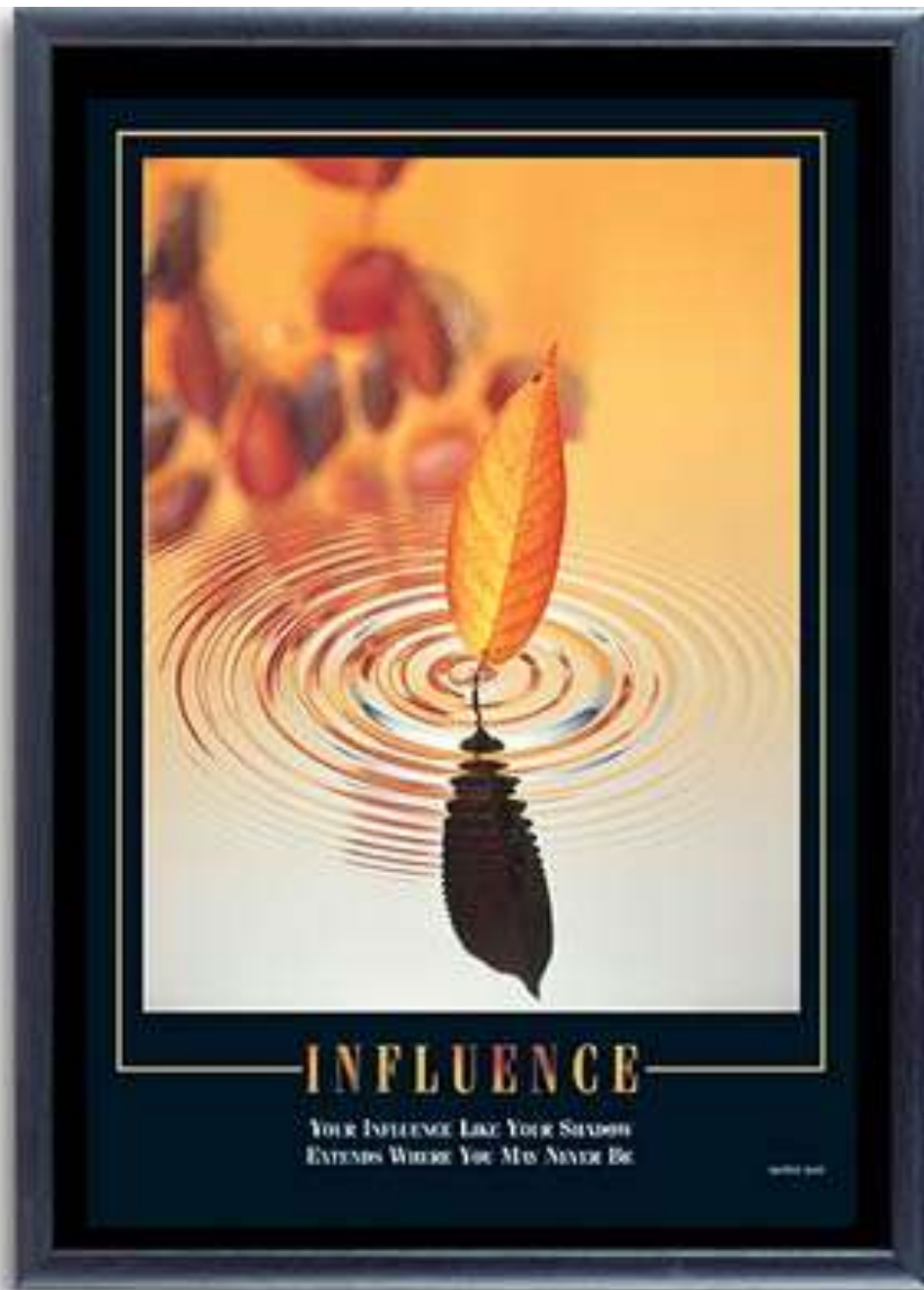


**“You have a 30 year mortgage, a 5 year car lease,  
and a lifetime gym membership...but you’re  
afraid of commitment?”**

# 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.



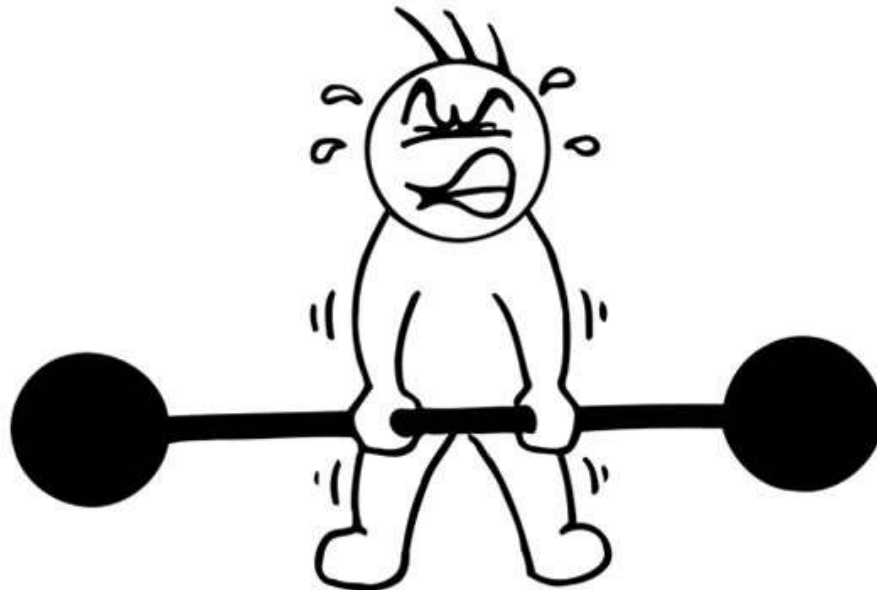
# Principle #5: Authority

- 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

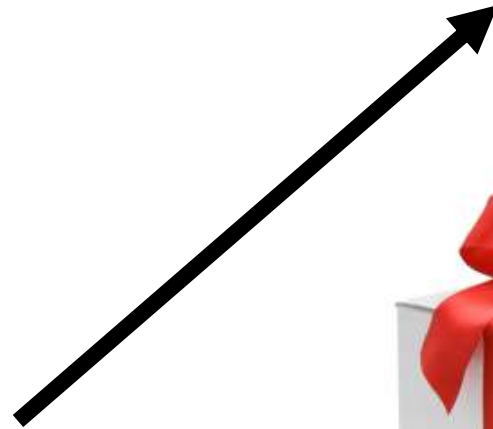
Telling people what they will miss is more powerful than listing the benefits of taking action.



# 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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