



The Engineering Design Cycle

Identify the Problem

Final Selection

The Team Members come to the Table with a whole lot of ideas. Whose will be chosen? Which idea will persuade better than the rest?

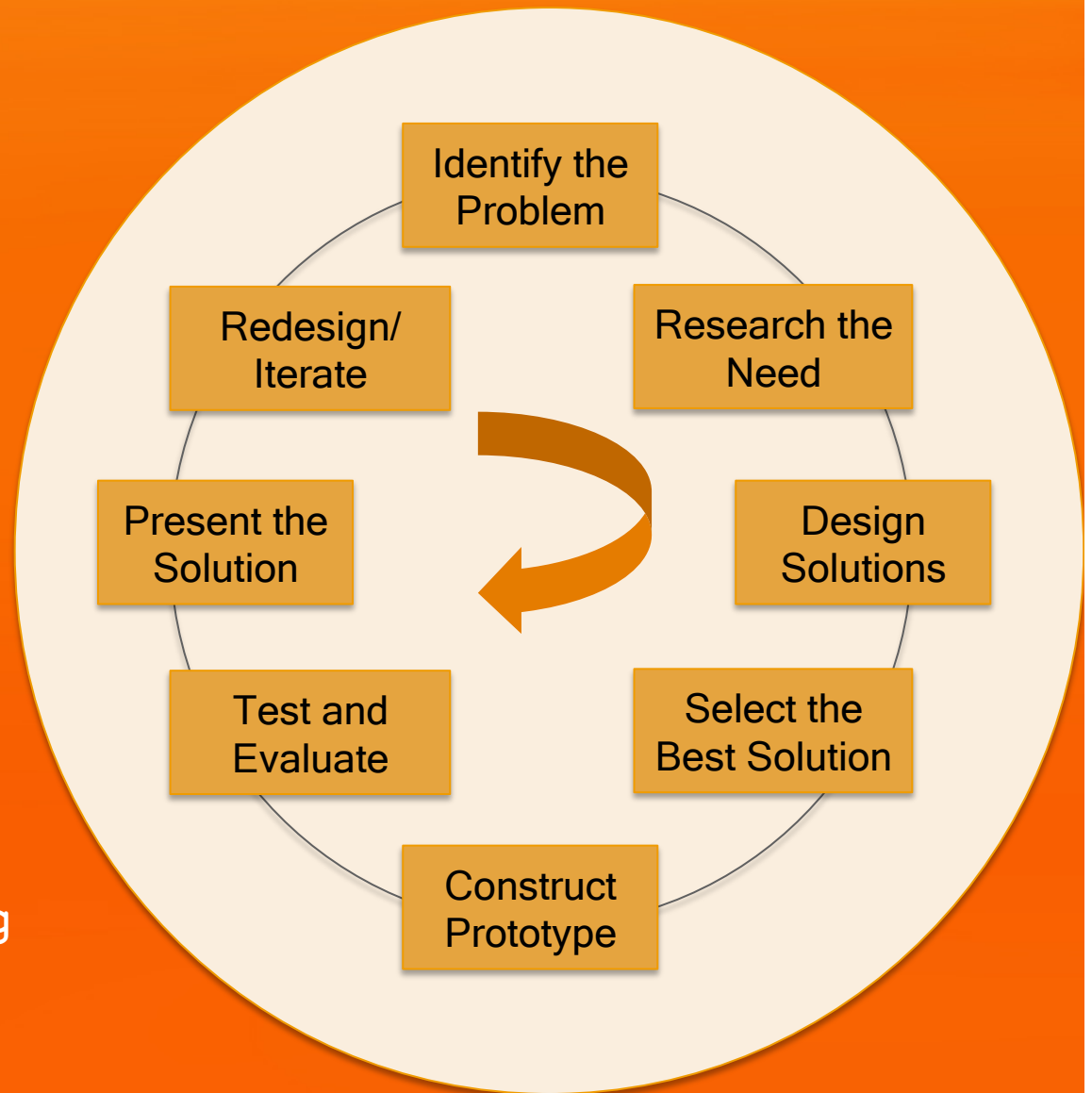


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Now that you've generated ideas, you have probably become attached to some of those ideas.

The challenge then becomes how to persuade others to select one of your choices as well.

Although the art of persuasion is discussed here in terms of your first team meeting, it can be applied any time to influence others to see your way of viewing the world!



Tools of Persuasion

Intuitively, we may wish to present only our side of the argument – and may be unwilling to present any weaknesses to our argument (or design choice in this case) for fear of dissuading our team.

Over 100 studies in psychology research, however, tell us that two-sided arguments work better than one-sided equivalents, regardless of:

- How sympathetic your audience is to your cause, or
- What the education level of your audience is.



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Talk about BOTH the GOOD and the BAD associated with your design choice or idea.



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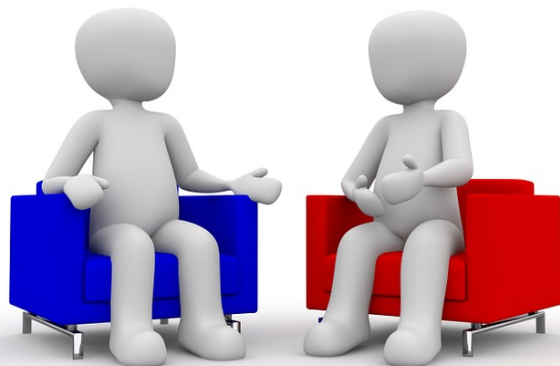
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Tools of Persuasion

It may be tempting to voice your opinion once and let it rest, but psychological research tells us that repeating yourself (and your opinion) has 90% of the effect of multiple people voicing that same opinion in convincing others!

Familiarity does not breed contempt...

Instead, it breeds attraction!



**As I said before,
I never repeat
myself...
never**



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Tools of Persuasion

Reciprocity not only compels individuals to do something for you, but it works disproportionately. Those who have been blessed with kindness are likely to give more in return.

- Give a little gesture of kindness and consideration to your team members, and....
- They may be more inclined to honor or select your choice of design/problem!

As human beings, we are genetically compelled to reciprocate to others!



Do something kind for others on your team

COFFEE anyone?

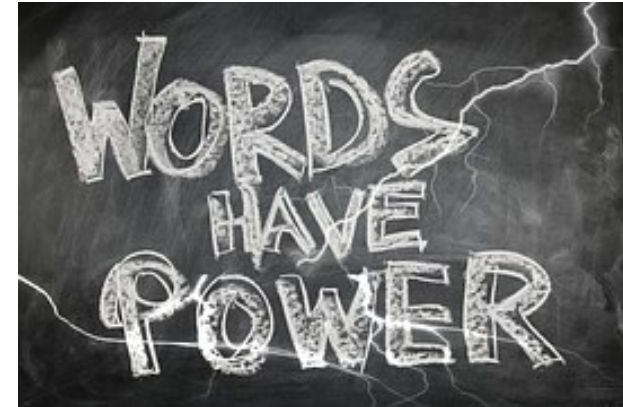


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Tools of Persuasion

Before you go into a team meeting:

- Do your homework so that you feel confident in the agenda that you will be presenting, defending, and promoting in your team meeting. Your agenda, at this stage in design, may be to promote one of your ideas or that of another on the design team.
- Take a few moments before going into the meeting to strategize how to project confidence in your choice.



BE confident

Certainty is intoxicating and compelling!



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Identify the Problem:

The Final Selection

We've looked at a few key tools of persuasion:

1. Present BOTH sides to the argument, the GOOD and the BAD
2. REPEAT yourself
3. BE Confident
4. Express kindness to team members

Want to know more?

<http://www.fastcompany.com/3030173/work-smart/how-to-use-10-psychological-theories-to-persuade-people>

