

2019 Teaching and Learning Conference

INSPIRE | TRUST | EDUCATE

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11:00am – 12:00pm

How to Persuade an Audience to Accept Your Proposal for Change

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#VDCTL19



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Why customers often say no!

Why staff often say no!

Why most of us often say no!

Who looks forward to change?



Confusion

Accelerating rates of economic change

Increasing levels of competition

Globalisation



Confusion

Rapid technical change

New ways of doing business

New ways of working



Customers “Erect” Barriers to Slow Down Change

Usage

Value

Risk

Tradition

Image



Usage barrier

They will say..

The new process / product is not compatible with existing work flows, practices, systems, procedures and habits.

The innovations will often require significant changes to work practices.



Strategies for the usage barrier

We could...

Take a systems perspective, take the time to examine how the process or product will impact on the whole organisation.

Integrate - get to the original equipment/services providers to install / use before the finished product/service gets to the consumer.



Value barrier

They will say.....

I can't see the "value" when I look at the
"price" compared with your claimed
performance

The "seeing" often means intangibles as well
as, Dollars and cents



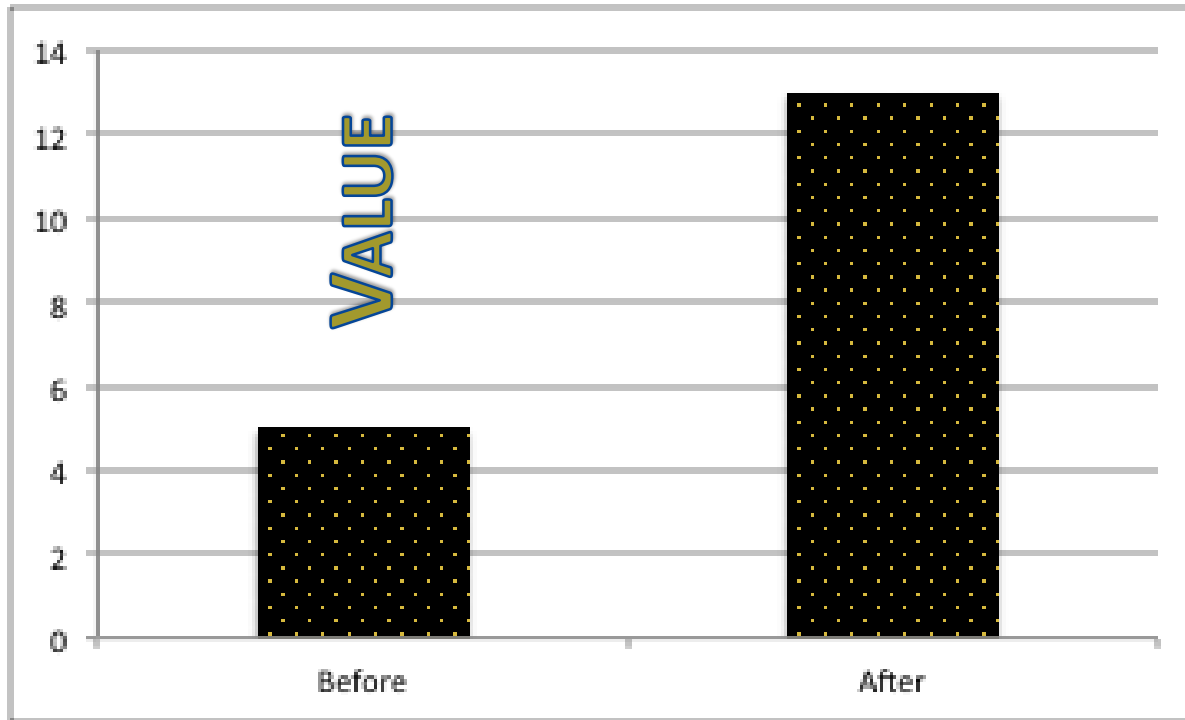
Strategies for the value barrier

We could...

Demonstrate the performance is superior (the before and after chart)
Add further value (Non price)



Before and after



Risk barrier

They could say....

It's too risky – who else has “it?” – I'm not sure.

I need more time and information to make a decision – I just don't know.

I don't want to be responsible for the decision.



Strategies for the risk barrier

We could...

Conduct a trial.

Supply testimonials – who else (a third party) often helps.

Package the “new” as a system – hide the change in another system.



Tradition barrier

They could say...

We have always done it this way.

Why change, we are doing a good job?

Our systems and procedures are robust.

The greater the change, the higher the tradition barriers and the greater the resistance. When a new process or product is introduced, there is always resistance to change.



Strategies for the tradition barrier

We could...

Try to understand and respect traditions & that fear of change is real.

Educate.

Engage opinion leaders.



Image barrier

They could say...

What will people think?.

We have never done this before, we might confuse our clients. Isn't their job?

Barriers are readily thrown up when it comes to image.

Image barriers are traditionally built from social taboos, from stigmas associated with new products/services or from deep seated psychological forces.



Strategies for the image barrier

We could...

Correct the image - change the stereotype.

Create an image - symbols.

Borrow an image.



Which is the most difficult to overcome?



Usage

Value

Risk

Tradition

Image



Understand the drivers

Indecision is normal

Take your time

You are there for them, not to sell them
something





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