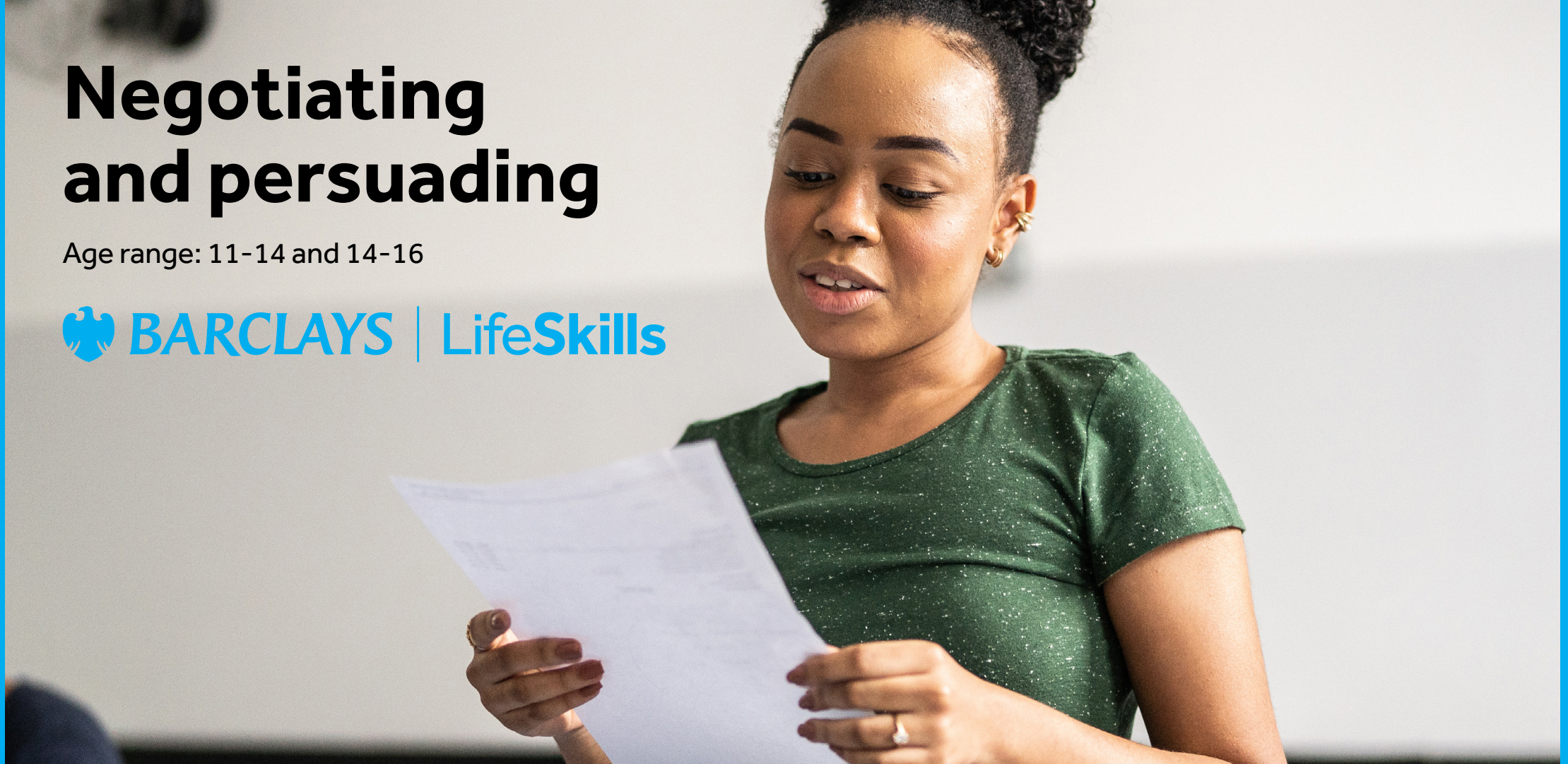




Negotiating and persuading

Age range: 11-14 and 14-16

 **BARCLAYS** | LifeSkills



Definitions: negotiate and persuade

2



Negotiate

To try to reach an agreement or compromise by discussion; to find a way over or through an obstacle or difficult route.



Persuade

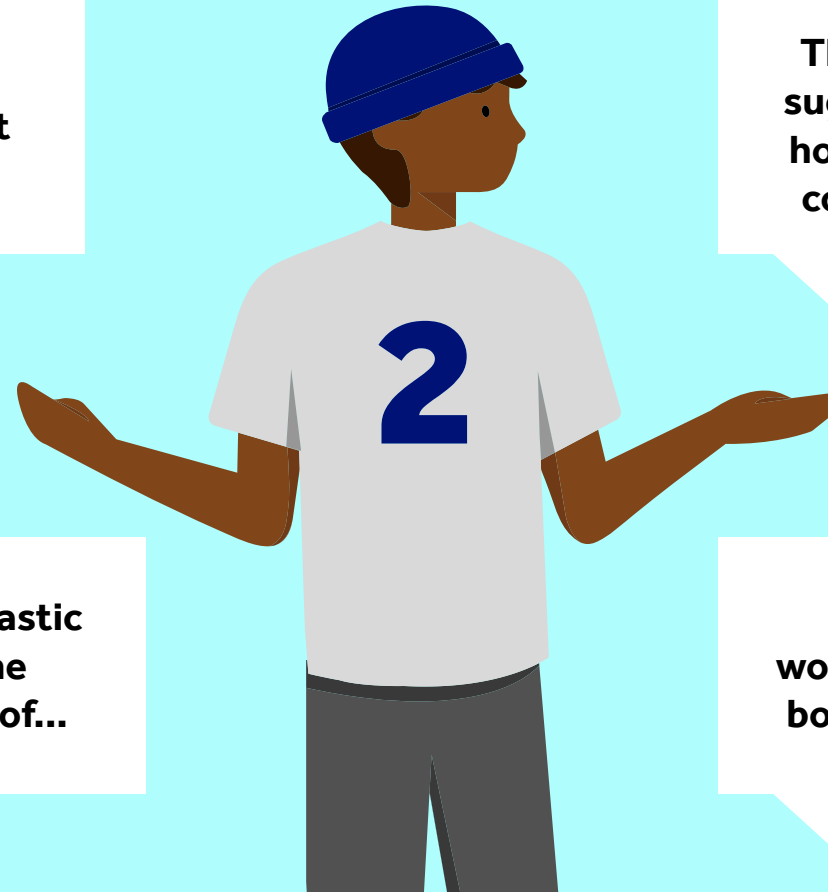
To encourage someone to do something through reasoning or argument.

Positive ways to begin negotiating or persuading

3

Persuasion examples:

Negotiation examples:



I think it
would be great
if we could...

I believe you'll
really see the
benefits of this
idea because...

I'm enthusiastic
about the
outcomes of...

This is a great
suggestion, but
how about also
considering...

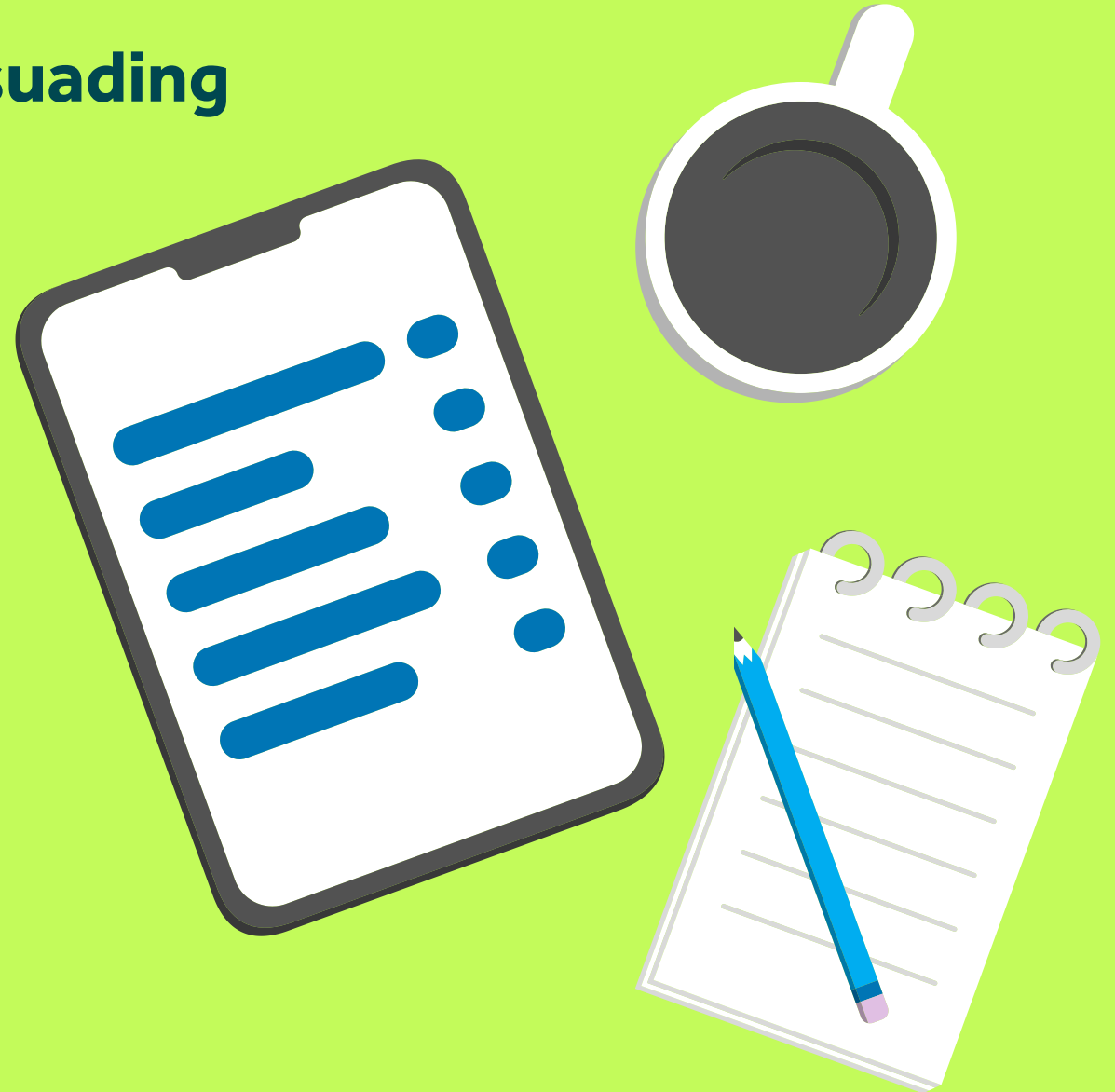
I think this
would benefit us
both because...

Whilst this is an
interesting/valid
point, I'd also
suggest...

Top tips for negotiating or persuading

4

- Communicate clearly in an appropriate style
- Highlight the benefits
- Use evidence to support the idea
- Think from the other person's perspective
- Look for areas of compromise
- Use positive body language
- Be enthusiastic



Action: persuasion

Persuasion and negotiation help you to achieve your goals by convincing other people to support your ideas.

| What I want to do | Who do I need to persuade? | Will I need to negotiate? If so, how? |
|-------------------|----------------------------|---------------------------------------|
|-------------------|----------------------------|---------------------------------------|

Now write down your arguments as to why it is a good idea and what the benefits are to the person/people you need to persuade.

| Why my suggestion is a good idea | What are the benefits to them? | How will I ensure effective and positive influencing? |
|----------------------------------|--------------------------------|---|
| 1. | 1. | 1. |
| 2. | 2. | 2. |
| 3. | 3. | 3. |
| 4. | 4. | 4. |
| 5. | 5. | 5. |

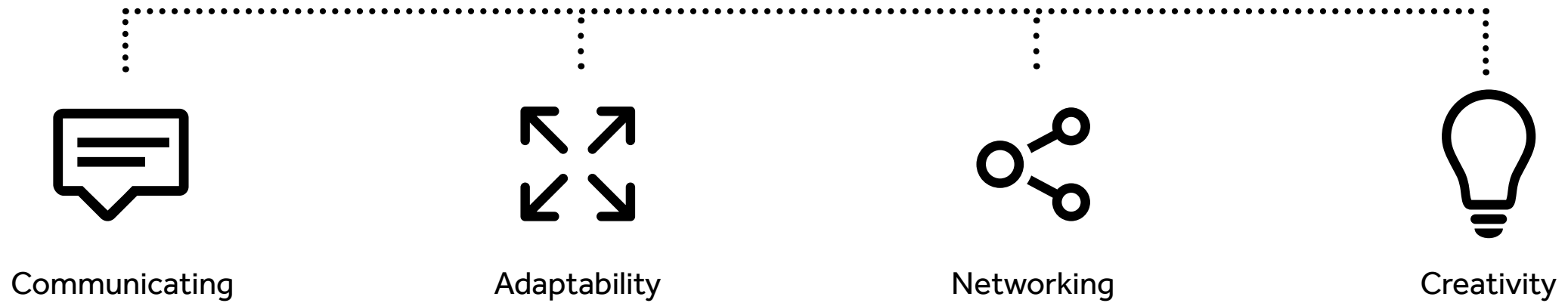
The ingredients needed to be enterprising

6



Enterprise skills needed for persuading others

7



Lucy and Julius's enterprise stories

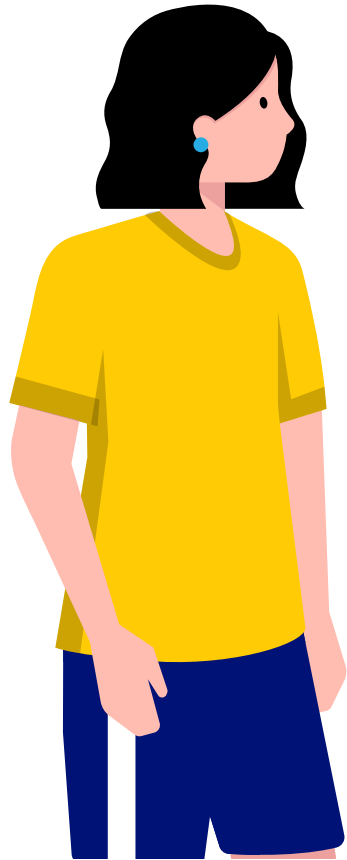
8



Negotiation, persuasion and enterprise in different situations

9

Where can negotiation, persuasion and enterprise skills be demonstrated in...



The workplace?

Everyday life?

The community?

Job applications?

