Soft Power
Persuasion and Personal Magnetism

1. **Persuasion**: Emotional intelligence, vision, rhetoric and non-verbal communication

   a) **Emotional Intelligence**: it has two dimensions -
      - Self-awareness: reflection and self management
      - Social awareness: empathy and relationship management

   b) **Vision**: Ability to form a picture of an idea, plan, or policy in our mind

   c) **Rhetoric**: the art of the study of language and persuasion
      - **Persuasion**: the art of guiding another towards the adoption of ideas, attitudes, or actions – to win over rather than defeat the other

      **Greek Rhetoric**: three principal dimensions:
      - **Ethos** - personal and professional credibility
      - **Pathos** - creating the right emotional environment
      - **Logos** - argumentation

      **Roman Rhetoric**: five principal dimensions:
      - **Invention** – topic, focus and arguments
      - **Arrangement** – deductive approach
      - **Style** – language
      - **Memory** – associations
      - **Delivery** – voice and body language

      **Three types of Speeches**:
      - Persuasive or Deliberate (political): Ethos, Pathos & Logos
      - Forensic (Legal, business …): Ethos, Logos & Pathos
      - Epideictic (Ceremonial): Ethos, Pathos & Logos

   Modern Rhetoric:
      - Communication a two way process (including private and public communication)
      - Audience and identification

   d) **Non-verbal communication**: three principal dimensions –
      - **Body language** – facial expressions, eyes, gestures …
      - **Tonality** – intonation, pitch, tone of voice …
      - **Physical setting** – setting, image, non-verbal symbols …

2. **Personal magnetism (Charisma)**:

   Personal magnetism is the ability to influence others by connecting with them physically, emotionally and intellectually. It is about our personal charisma.

   **Related Topics**: Influence, Storytelling, Politeness, Uncertainty, Languages (languages of feeling, meaning and action), Image, and Reputation.