



Lesson 1.7 – Face to Face Communication

Face to Face Planning Tool - Guide

Actor(s) Involved Who are you meeting with? Who is the person you are engaging?		
Aim of Meeting/End State What is the purpose of this meeting? What is your end state?		
Desired Effect(s) What SPECIFIC EFFECTS do we want as a result of this meeting?		
Vulnerabilities <ul style="list-style-type: none"> ▪ Need (physical requirement to live) ▪ Want (physical and sought after – Wealth, Comfort, Leisure) ▪ Desire (metaphysical and sought after – Honour, Pride, status - Shame, Embarrassment, Dishonour) ▪ to <i>HAVE</i> or <i>AVOID</i> 		
<ul style="list-style-type: none"> ▪ Introduction ▪ How will you introduce yourself and your team? ▪ Have someone introduce you ▪ Culturally appropriate greeting ▪ Who are you, why are you here statement 	<ul style="list-style-type: none"> ▪ Seating plan ▪ Exploit previous relationships ▪ Body language (Formal, Casual, Ingratiate) ▪ Plan to use person's NAME and Title 	<ul style="list-style-type: none"> ▪ Confirm assumptions ▪ Confirm Subject's identity ▪ Biographical data



Rapport Building

- What are the person's current vulnerabilities? Screen for cues in their speech
- Empathy as appropriate
- Discuss topics connected to person's vulnerabilities
- Introduce a topic that will bridge to your main argument
- Gestures – be mindful of them
- Body Language

Main Argument/Primary focus of Meeting

- Present your “Line of Persuasion”
- Think of Lines of Questioning and Open vs Closed Questions
- Incorporate principles of persuasion

Supporting Argument(s)

- Consider specific appeals and techniques prepared for known vulnerabilities
- Prepare both logical/direct AND emotional/peripheral supporting arguments for why they should WANT to perform the Desired Effect
- Prepare multiple Persuasion Techniques as contingencies for those that prove ineffective / they does not respond



Counter Argument(s)

- List all arguments you assess may be used (based on analysis of vulnerabilities)
- Prepare points that will counter these arguments
- Rehearse and debate with your team or language assistant
- Identify counter arguments AND determine how your arguments might be perceived
- Link your counter arguments to their vulnerabilities

Exit Strategy-**Positive**

- Restate the Main Argument to exploit the Primacy / Recency Effect
- Summarize meeting by repeating what has been agreed upon
- Confirm agreements in writing (if possible)
- Confirm observed Impact Indicators
- Reward the commitment to reinforce consistency – make suggestions that apply to vulnerabilities
- Confirm biographical and contact information
- Leave door OPEN – set the conditions for the next communication

Exit Strategy-**Contingency**

- Remain composed – how you deal with this will impact the person?
- Acknowledge the EMOTION – de-escalate
- Express EMPATHY and SINCERITY
- Acknowledge this is temporary and secondary to the Importance of their Vulnerabilities / Desired Effect.
- Leave door OPEN – set the conditions for the next communication