



THE POWER OF ETHICAL PERSUASION

Small Changes - Big Results

HAYDEE ANTEZANA

INTERNATIONAL



WHAT IS YOUR **PERSUASION** CHALLENGE?

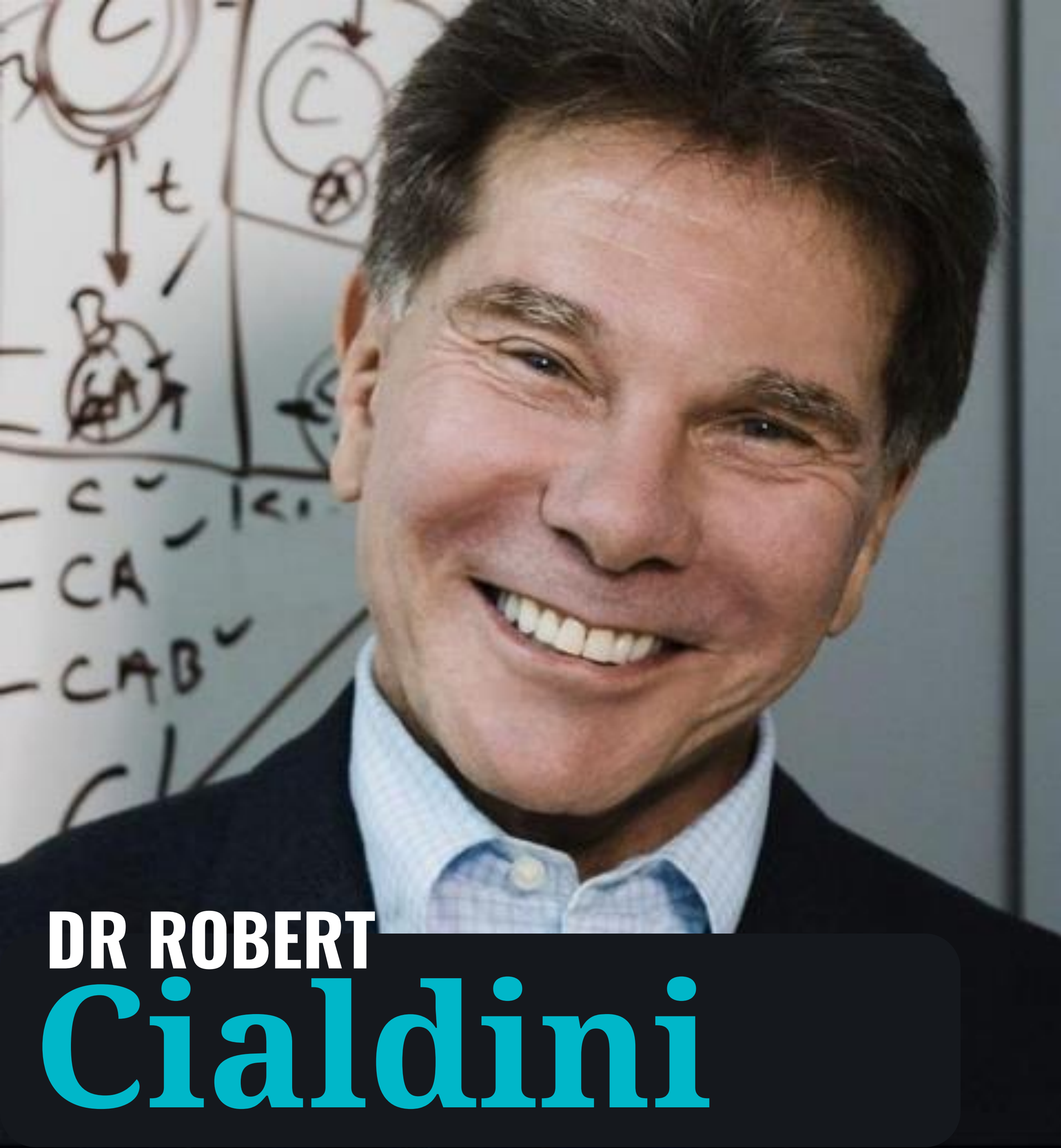
1. Who Do I Need to PERSUADE?

2. What Do I Hope To Accomplish?



Smallest Changes BIGGEST Results ROI

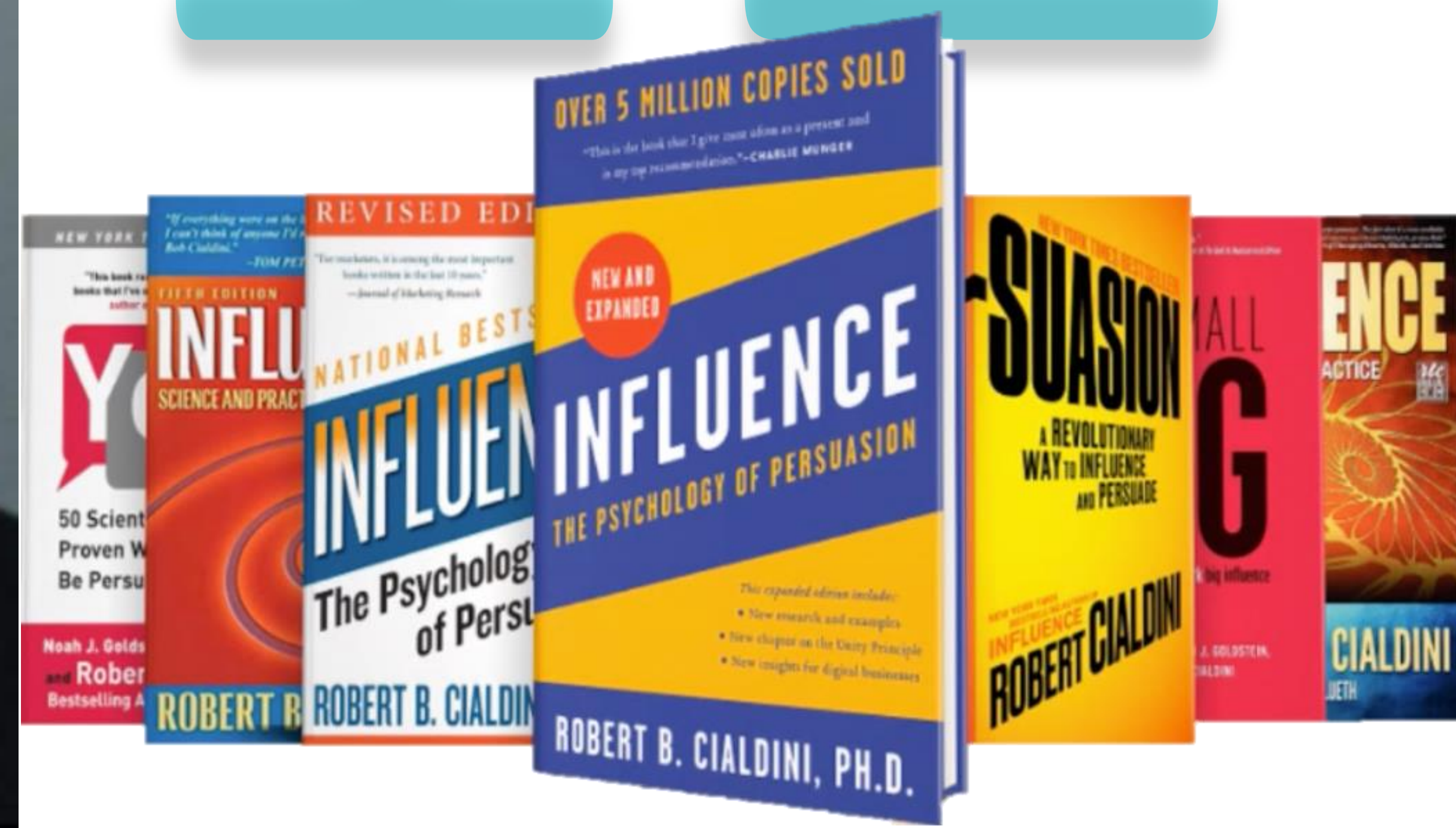




DR ROBERT
Cialdini

The Godfather of Influence

12
million copies



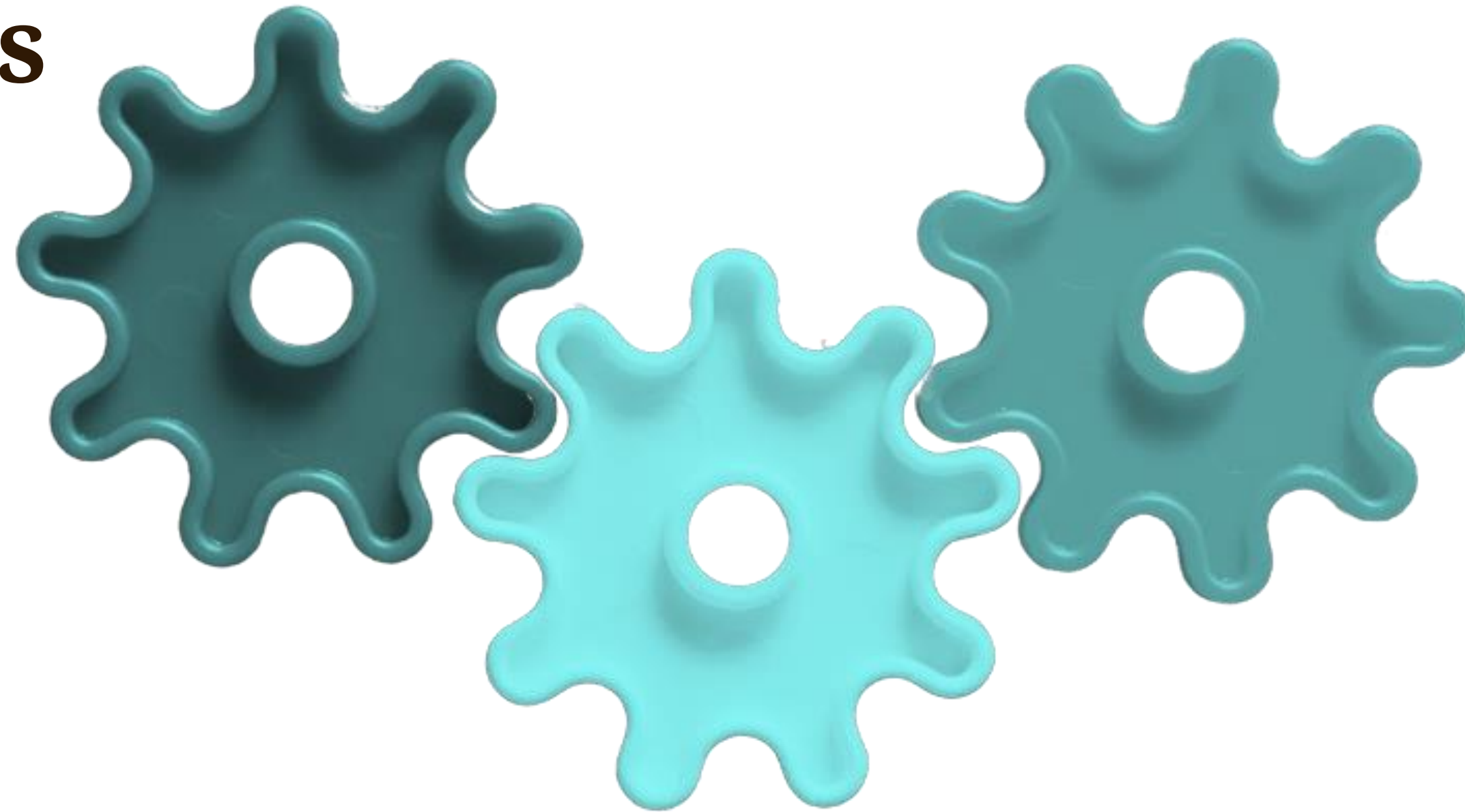
Principles of Persuasion

1. RECIPROCITY
2. LIKING
3. UNITY
4. SOCIAL PROOF
5. AUTHORITY
6. CONSISTENCY
7. SCARCITY

— Dr Niedert's Core **Motives** Model

**To Build, Establish
Relationships**

Reciprocity
Liking
Unity



**To Reduce
Uncertainty**

Social Proof
Authority

**To Motivate
Action** **Consistency**
Scarcity

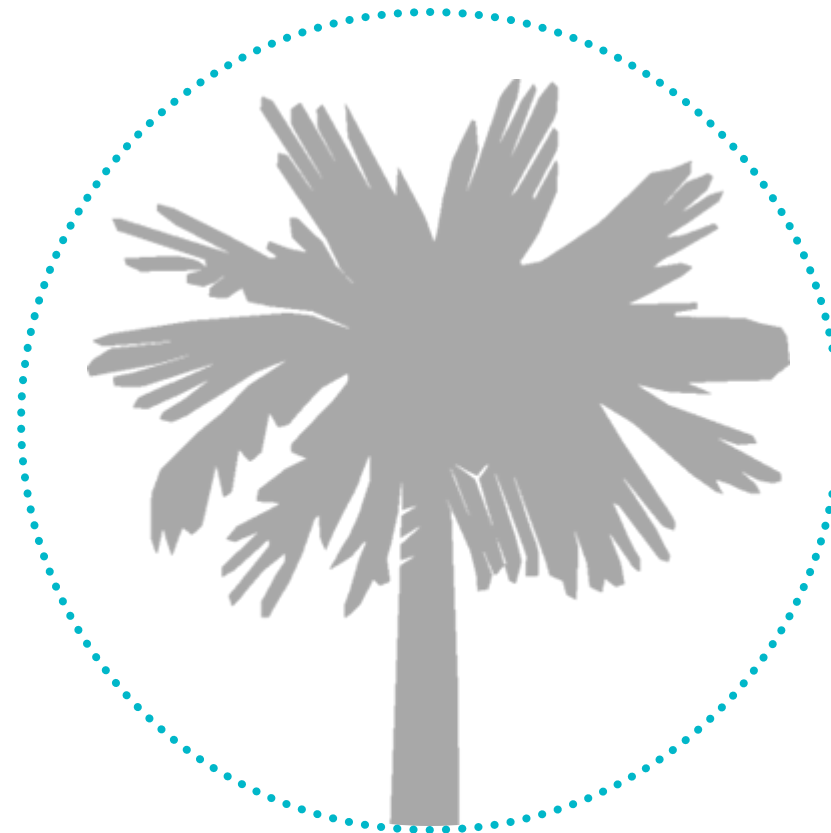


#1. Principle of **Reciprocity**

People Say Yes to Those They Owe



135
years



New York City

8 million pop.

Columbia, South Carolina

116k pop.



Cialdini Academy

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What **Triggers** Reciprocity?

— Valuable Gifts

- Meaningful
- Customized
- Unexpected

— Intangible Gifts*

- Attention
- Information
- Trust
- Recognition
- Cooperation
- Time
- Expertise
- Referral
- Advice
- Favors
- Choice of solutions
- Genuine compliments
- Active listening
- Affection
- Laughter
- Cheerfulness
- Genuine interest
- Empathy/Sympathy
- Constructive feedback
- Unexpected services
- Opportunities
- Saving the person time
- **Compromise***
- Being open to different ideas

#2. Principle of **Liking**

People Say Yes
To Those Who
Like Them



I Am Because of Who We All Are

#3.Principle of People Say Yes To Others

Unity That are “Of Us”

- Create a Feeling of “WE-Ness” & Belonging
- A Board Game Experience of Communication & Teamwork



Haydee Antezana, Licensed Facilitator

- Don't Dimiss It Or Diminish
- Compliments
- Create "We-Ness"

"You are welcome it's what team members do for one another..."!

Build Your **Connection Circle**

WHO CAN I ...

Get a Diverse Perspective From?

Obtain Practical Help From?

Be a Great Mentor For?

Great Career Advice From?

WHO...

Has a Success Story I Love?

Is an Inspiring Trailblazer?

**Could I Co-Mentor with from a
Younger Generation?**



#4. Principle of **Social** Proof

Performance
Management System

People Say Yes If Those
Like Them Do Too

Compensation Studies
Health Benefits



#5. Principle of Authority



People Say Yes If Trustworthy
Experts Recommend It

An Authority

- What Can You Do To Establish Your Expertise?
- Who Can Be Your Spokesperson?

In Authority

Judith Wright



Twauna Williams




Richard
McGee



- Identify Which Authorities Are Trusted/Admired By Them
- What Information From these Authorities Can Help Them Make A Better Decision?

#6. Principle of **Consistency**

People Say Yes To Requests
Consistent With What
They've Already Said Or Done

A man in a purple shirt is seen from the back, pointing his right hand towards a speech bubble. The speech bubble is white with a thick, hand-drawn black border and contains the text: "We Value Education & the Constant Upliftment Of Team Members". The background is a blurred office environment with other people working at desks.

"We Value
Education
& the Constant
Upliftment Of
Team Members"

#7. Principle of Scarcity

FOMO

People Say Yes To Opportunities Limited In Availability

Southwest

MAY 21 - 24
✈️ LAX → MIA Modify

✈️ Depart: LAX → MIA
Los Angeles, CA - LAX to Miami, FL - MIA

[Government taxes & fees included](#)
All fares are rounded up to the nearest dollar.

\$

Points

Departing flights	Number of stops	Duration	Business Select	Anytime	Wanna Get Away <i>plus</i>	Wanna Get Away
# 2135 / 3286 5:20 AM → 6:20 PM	1 stop Change planes HOU	10h 0m	\$753 3 left	\$703	\$281 1 left	\$261 1 left
# 2845 / 3289 5:30 AM → 8:35 PM	1 stop Change planes MDW	12h 5m	\$449	\$399 1 left	\$339 1 left	\$319 1 left
# 419 / 3284						

LOSS Motivates  Take **ACTION**

“ I Would Hate For Us To Loose \$5 000 If We Don't Take
This Limited Offer On...

“ We Don't Want To Miss Out On Thousands Of Dollars Of
Potential Revenue If We Don't...

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EMPOWER
ENERGIZE
ELEVATE
YOUR TEAM



HAYDEE ANTEZANA

INTERNATIONAL



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EMPOWER EDUCATE ENERGIZE YOUR LEADERS & TEAMS

Power-packed, high-energy, results-driven programs to help your leaders and teams:

- ✨ **ReNEW Solutions to Succeed**
- 🚀 **ReCREATE Powerful Experiences**
- 🔥 **ReIGNITE Collaboration**
- 🌟 **ReVITALIZE Vision & Purpose**
- 💥 **ReBUILD Unshakeable Confidence**
- 🔄 **ReFRESH Their Professional Brand**

"Her Unique Approach & Energetic Delivery Kept Us Engaged & Connected. Her Impressive Style Translates Into Inspiration & Motivates Others To Find Solutions. The Results Were Immediate & Evident." [Mariella Platner](#) | [HR Director](#) | [Pechanga Resort & Casino](#)

"Her Realistic, Effective, Humble & Hands-on Approach Made A Meaningful Impact On Our Leaders - She Is Really Worth The Investment!" [Scott Sirois](#) | [Gm](#) | [Meskwaki Casino](#)

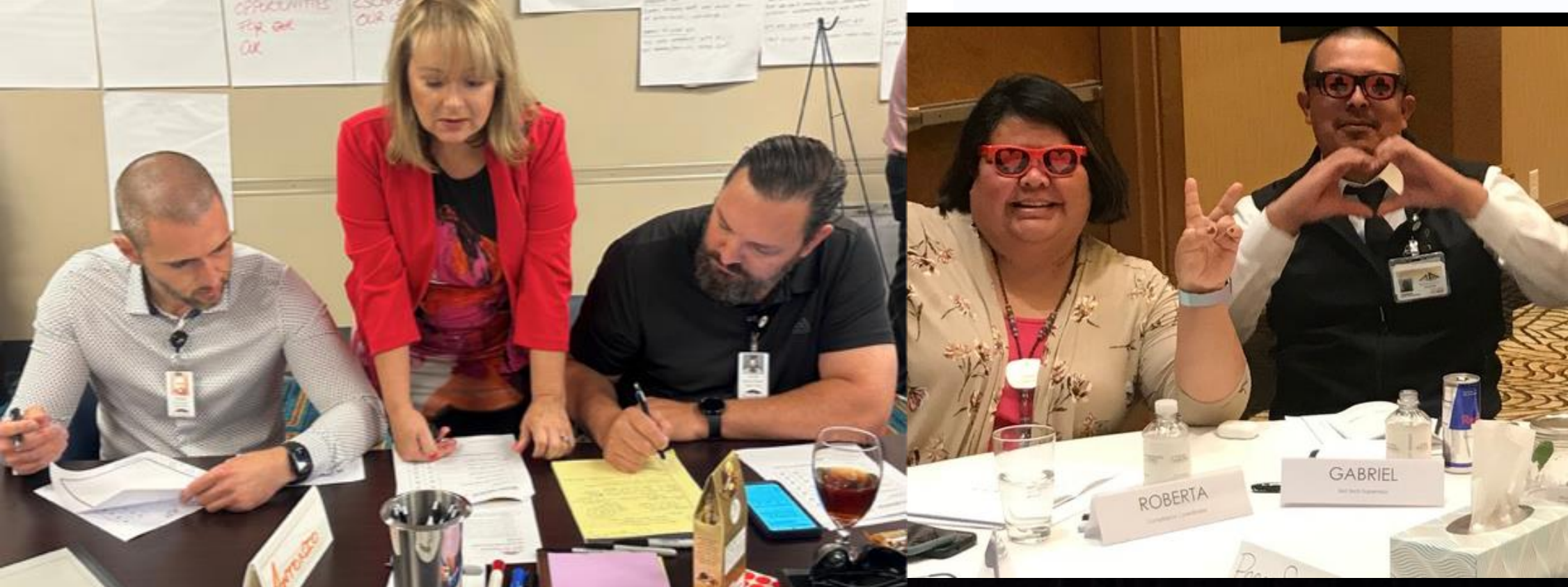
Haydee & her team provide programs that offer:

- ▶ **Powerful, Actionable Solutions**
- ▶ **Tailor-Made for Indian Country**
- ▶ **Highly Engaging & Entertaining**
- ▶ **Relevant, Latest Content**

Services: Keynotes; Workshops; Town Halls; Leadership Retreats; Strategy Building; Mission, Vision & Values

HAYDEE ANTEZANA

INTERNATIONAL



LEADERSHIP DEVELOPMENT | TEAMBUILDING | CULTURE SHAPING



"Her Energy & Passion Are Contagious. She Is Knowledgeable, Genuine & Hilarious. It Was An Eye-opening Experience This Is A MUST Investment For Any Organization Needing Their Teams To Be Successful!"

Lesah Sesma-gay | General Manager | Casino Del Sol Resort

WATCH HAYDEE IN ACTION



**SCAN TO
CONNECT
WITH US**

HAYDEE ANTEZANA

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