

Persuasion as a technique of influencing

[Psychology](#)



The influencing technique used by me was persuasion; persuasion refers to the act of making another individual conduct an activity through the means of providing arguments in the favor of that particular act and backing those arguments with facts and figures (Watson 76). I tried persuading my mother to allow me to join a business school and pursue a management degree. My mother countered my arguments by stating that a medical degree will be of higher value and will provide me with a better career and will provide me with better-paying jobs in future. I informed her about the training and development I will go through and how I can benefit from the learned knowledge, skills and abilities. After continuous argumentative sessions for three days, I was able to persuade her that choosing a career in the field of business management will be of higher value to me and society.