Name of Student

Name of Professor

Name of Class

Day Month Year

**PERSUASION AND PERSONAL PERCEPTION**

 As a matter of fact, a dynamic communicator has a flawless ability to communicate with various audiences. In this context, the effectively applied principles of heuristic can play a significant role in enhancing the content and its impact on people. The notion of heuristic persuasion infuses a tinge of authority, engagement, and amusement, as well as anticipatory enthusiasm into the audiences (Bao, 2010). The subject phenomenon, in turn, allows communicators to relay their message to various audiences that in turn supports them to become a dynamic communicator. It happens because generically when it comes to making a judgment, people pay little attention to particularistic information, and get easily engaged in cognitive computation or processing of intricate information. Consequently, the heuristic approach elevates the efficacy of overall dynamic communication.

 Workplace persuasion determines the way an employee received or perceived within the premises of an organization. On a workplace, employees have to deal with different people of different backdrops and mental capabilities, and therefore there are some principles that can help employees to establish and maintain a positive perception among people, for the sake of healthy and beneficial connections. In this context, it is imperative to develop a productive relationship and staying perceptive. Without making people realized that one understands their standpoint, it is impossible to communicate effectively (White, 2016). Moreover, it is important to implement an asking approach instead of pursuing a telling strategy. People like to be included in the decision-making process and through their active engagement; it becomes easier to lead them. Similarly, two other tactics, which are empathy and stress handling, are most useful while persuasively communicating on a workplace, in establishing a positive and influential perception among others. On the contrary, there are several factors that should be avoided on every cost to evade the peril of establishing a negative image. Such aspects include unnecessary repetition of motive and a bad body language. Furthermore, it is ineffective to expect a rapid agreement, and therefore employee has to depict patience. Likewise, a sudden reflexive rebuttal is also substantially discouraged to build a rapport on a workplace.

 **Work Cited**

Bao, Sonia Y. “The Principles of Persuasion in Executive Leadership.” Clearmont Colleges , 2010, scholarship.claremont.edu/cgi/viewcontent.cgi?article=1026&context=cmc\_theses.

White, Chris. “8 DO's and 7 DON'T's in The Art of Persuasion (Aka Getting My Way!).” Flippen Group, 4 Mar. 2016, flippengroup.com/8-dos-and-7-donts-in-the-art-of- persuasion-aka-getting-my-way/.