

# 12 Qualities of a Servant Leader

## Persuasion

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# What is persuasion?

- attitude before skill: respect for others' freedom of choice
- skill: soft, tender, sincere, rational, problem-solving, no hidden agenda
- readiness for change
- not coercion, but convincement
- one on one: one-person-at-a-time - focus conveys great respect
- can bring organic change

# Why is persuasion important to leaders?

- many chances to use persuasion to bring people together in support of a proposal or idea
- in times of conflict, uncertainty, misunderstanding, change
- vital to build community, alliances or networks
- reduces the chance of subversion, resistance or open rebellion

# How to develop this quality?

- understand human nature
- understand human needs, especially high-level needs like self-esteem
- understand the issue and your own position well first
- do not ask others to do what you do not want to do yourself or what you are not doing yourself
- listen before speaking and try hard to see things from his angle first
- start with affirming the other party's strengths and help him find meaning in the proposal
- explore options together
- best scenario: win-win; or no deal for the time being
- not to force the issue if possible