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## Swayed: How to Communicate for Impact (Paperback)

By Christina Harbridge

Nothing But the Truth Publishing, 2017. Paperback. Condition: New. Language: English . Brand New Book. A must read for anyone serious about the positive power of persuasion, from a leading behavioral change expert. The ability to sway others gives people the power to set new realities into motion. Yet most people could use some work on their communication behaviors in order to increase their long-term ability to influence the people around them. Swayed helps decode the intricate system of influence that relies on mutual attention and understanding. Using her proven methodology as well as real examples and practices readers can put to immediate use, Christina Harbridge provides a detailed set of actions that teaches us to communicate so people really hear us. Swayed instructs us to both understand natural human tendencies around communication and to use new habits to communicate in ways that will bring us closer to our desired outcomes in business and in life. With the Swayed model readers will learn to avoid being pulled into old, reflexive communication habits such as speaking in sweeping statements and using meaningless buzzwords, or emphasizing being right over being understood.

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