

Mastering Persuasion in Mediation

Mayra Fornos, Esq
Mediator



Persuasion : what *is* persuasion?

Persuasion is the act of convincing someone to do something that they may not be inclined to agree to!

Persuasion : what *is* persuasion?

**Persuasion is an art which starts will
before the mediation happens.**

Persuasion : what is persuasion?

*“Persuasion is often more effectual
than force”* Aesop

Persuasion : what *is* persuasion?

The mediation process is about
RE-SO-LU-TION!!



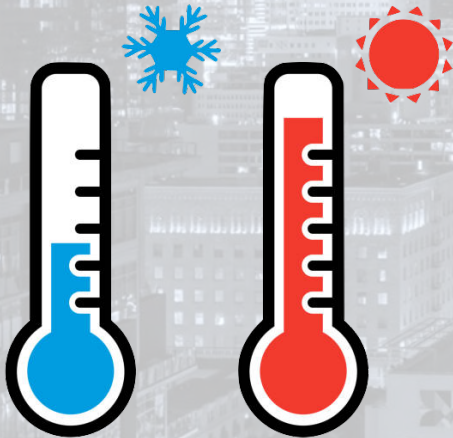
Your Partner in Resolution

Persuasion : The key elements?

- A. Taking the Temperature of the Room**
- B. Know your case and your opponent's case intimately**
- C. Listen, and then, listen some more**
- D. Step into your opponent's shoes**
- E. Communicate your compelling message**
- F. Apply the Shark Tank Principle: Know the value of your case**
- G. Promote a spirit of collaboration, cooperation and reciprocity**
- H. Foster positivity, fairness and reasonableness**
- I. Maintain credibility and integrity**
- J. Cultivate Patience: engage in the "Dance"**
- K. Persistence pays: stay committed to resolving your case no matter how difficult it may seem**

Taking the Temperature of the Room

Learn to the Read the Table



Know your case and your opponent's case intimately

“There is nothing more deceptive than an obvious fact.”

Arthur Conan Doyle

Analyze your case

Analyze the other side's case



Listen, and then, listen some more



Listen, and then, listen some more

"One of the best ways to persuade others is with your ears, by listening to them" Dean Rusk

"Wisdom is the result of a lifetime of listening when we would rather have been talking" Aristotle

Step into your opponent's shoes

"If you wish to win a man over to your ideas, first make him your friend"

Abraham Lincoln



Communicate your compelling message

The highest achievers spend time carefully crafting what they want to communicate.



Apply the Shark Tank Principle: Know the value of your case

“Unless you do what I do for a living, “valuation” probably isn’t a word you hear every day....” Mark Cuban

Know the value of your case



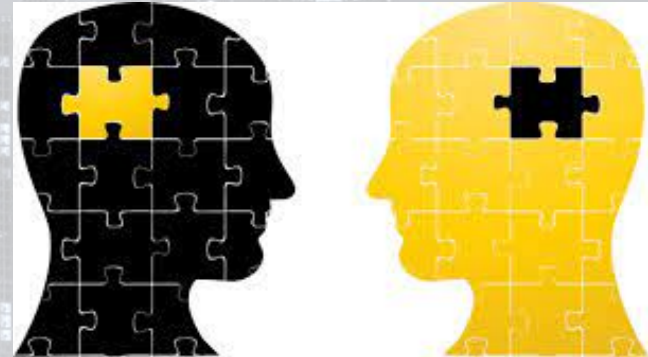
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Promote a spirit of collaboration, cooperation and reciprocity



Foster positivity, fairness and reasonableness



Maintain credibility and integrity



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Cultivate Patience: engage in the “Dance”



Persistence pays: stay committed to resolving your case no matter how difficult it may seem



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