

persuasiveness

guiding vital truths around another's mental roadblock

character tied to credibility

Persuasiveness: *n* 1: the ability to induce or prevail upon 2: effective reasoning powers 3: quality of convincing.

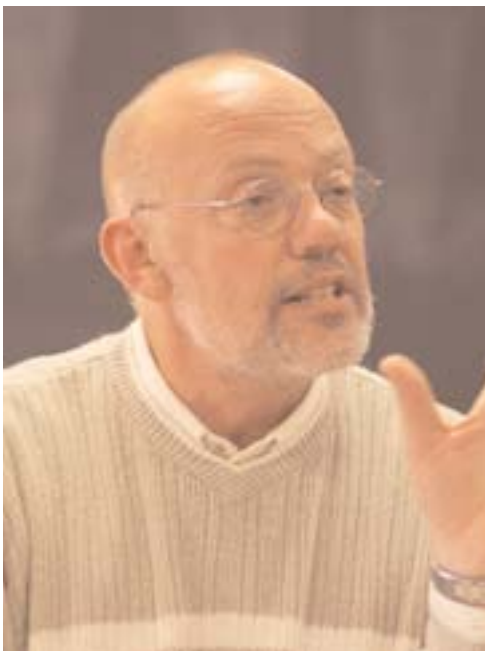
When attempting to guide vital truths around another's mental roadblocks, character is your greatest asset. An employee or student who has consistently demonstrated diligence, punctuality, and responsibility is much more likely to be heard when he raises a concern or presents an idea. Likewise, a manager or teacher who consistently demonstrates loyalty, dependability, and availability is much more likely to be heeded when he presents a change in direction or makes a request of his employees.

"It is not true, as some writers assume..." Aristotle stated in his *Rhetoric*, "that the personal virtue of the speaker contributes nothing to his persuasive power. On the contrary, his character may almost be called the most effective means of persuasion he possesses."

The familiar fable of the boy who cried "Wolf!" succinctly illustrates to inviolable tie between credibility and character.

It is never too late to begin making good decisions to establish your credibility. Determine today to make good choices that will develop good character, so that when the opportunity arises, you will have earned the right to be heard.

be committed to truth



The importance of persuasiveness for those in leadership is self-evident. Rather than merely giving orders that people halfheartedly carry out, the persuasive leader is able to communicate vision, purpose, value and motivation to others.

Persuasiveness is not a skill to be employed for whatever cause is most appealing. Be a persuasive leader, but above all, be committed to truth and good character. Then you will be responsible for the ongoing successes of others - not their failures.

"The pen is mightier than the sword."

—Edward George Bulwer-Lytton

"We are not won by arguments that we can analyze, but by tone and temper, by the manner which is the man himself."

—Samuel Butler

"One of the best ways to persuade others is with your ears-by listening to them."

—Dean Rusk

persuasiveness vs. contentiousness

treat others with respect even if you disagree with them

persuasiveness is:

- setting the scene
- presenting the evidence
- illustrating your point
- making application
- appealing to the conscience

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Topeka City of Character April 2008

from the executive director

Listening to the facilitator for the Topeka visioning process, I was reminded of the importance of trust in the process of discovering our vision for Topeka's future.

As this process continues, many character qualities will be necessary as Topekans voice their perspectives. Persuasiveness is not forcing others to adopt your conclusions. It is sharing information so that others can make good decisions. During this process we will need to treat others with respect, even if we dis-

agree. We will need to give others sufficient time to think to reach a decision. Finally, we will need to check our attitude, tone of voice and choice of words to be most persuasive.

I look forward to the process of fashioning a vision of a bright future for Topeka.

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We need your nominations for Champions of Character awards. Nominate someone who demonstrates good character that significantly improves the health, safety or quality of life of the community. This form can be downloaded from our character website at www.cjonline.com/character.

This month we will be recognizing two Topeka citizens. One is Holly Reed, a Vision Bank employee, who stopped an attempted identity

theft. The other is Robert Bridegroom, who provided CPR to his father, who passed out at a store. Robert was able to revive his father, who was taken by ambulance to the hospital.

An award ceremony will be held at the monthly Safe Streets meeting to honor our nominees. Everyone receives some type of recognition, whether by certificate, an award ceremony at work or the Safe Streets meeting.

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Good character is the key to success!