

# **Power of Persuasion**

Jerusalem Lodge No. 31 – December 14, 2011

As the Worshipful Master Elect you will need to convince the brethren of your lodge in general and the officers of your lodge in particular to do things that you believe will be for the betterment of your lodge. Many of us try to get people to do certain things however only a few of us tend to be successful. What is the difference?

According to Boothman in his book "How to Connect in Business" "there are only six ways of getting people to do things: by law, with money, by emotional force, physical force, the lure of physical beauty or by persuasion." In a volunteer organization we lack the first 4 of those 6 ways. We do have bylaws and we do collect dues but these activities are limited. The use of emotional force and physical force is not applicable in our craft activities. Obviously most of us lack the lure of physical beauty. This leaves us with the power of persuasion.

Sir Winston Churchill called persuasion "the worst kind of social control except for all of the others." Aristotle claimed that persuasion needed three elements: trust, logic and emotion.

As the Worshipful Master you have been elected and this says that the brethren of your lodge trust you. However, as you now take the reins of leadership of this lodge you must win their trust to follow you. So much of the trust comes from knowing you, observing your actions and your attitude. Your attitude is your character of which body language and tone of voice are ever so important. The experts say that body language is 55% and tone of voice is 38% of communication.

As the Worshipful Master you will need to present any and all arguments with sound logic. The position that you take in any presentation must be sound, easy to understand and make sense.

You should not be emotional but your point of view should appeal to the imagination and consequently to the emotions of your brethren.

In my opinion your attitude is also a most important part of the art of persuasion. Attitude is about the positive, enthusiastic energy that you radiate, and it is about your open posture, your facial expression and your eye contact. Always remember that as you convey your message the people that you are working with are constantly passing judgment on whether they agree or disagree with you or with your position.

All of the above points of attitude really reflect the warmth and sweetness of you as a brother. We have all heard that "you can catch more flies with honey than you can with vinegar." To remind you, in the coming year, that the most important part of persuading your brethren to do the right thing for Jerusalem Lodge; I have as my sixth Working Tool of a Worshipful Master a Honey Spreader. I would suggest that you generously spread the sweetness of honey over all of the brethren within and without Jerusalem Lodge.

Have a great year as the Worshipful Master of Jerusalem Lodge. If I can be of any help to you in the coming year please contact me at your convenience.

Boothman, Nicholas – How to Connect in Business – 2002

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