

Guidelines for Reducing Resistance

1. Ask for clarification or additional information to support what the person said instead of abruptly disapproving or contradicting what was said.
2. Find a point of agreement to build on, rather than disagreeing. If you aren't able to find something in the content of the discussion, agree with the person's feelings (e.g., "I can understand your feelings of frustration when you aren't able to find a solution that works.>").
3. Control your own natural ego-building desire to get the upper hand by pointing things out in the other's point of view. Question the points that are not supported by examples or facts when you notice them, but do so in way that keeps the other person's ego and self-esteem intact.
4. Use every opportunity to positively reinforce the other person's behavior, ideas or actions.
5. To get your instructions carried out and reach goals that involve others, remember that people want positive attention paid to what they say and do. They want understanding and clarity on what is expected of them, along with acceptance of themselves and their ideas whenever possible.
6. Very rarely will anyone change his or her mind by being asked, told or directed to do so. If you want to influence the listener to see things differently, avoid using threatening language, both verbal and nonverbal. By so doing, you can decrease the need for the listener to defend himself/herself.
7. Anticipate the things that would influence the listener to resist—take them into account, empathize and know the other person.
You can get to know others by being aware of:
 - Their beliefs—how do they look at the world?
 - What makes them feel comfortable, confident?
 - What throws them off balance?
 - What kind of phrases will help you get through to them?
 - What things do they do that are effective or ineffective?
8. People resist others less and listen to them more because of credibility. Whenever possible, build your credibility through the following means:
 - Competence—How much do you know, how much experience do you have and how well trained are you?
 - Knowledge—Do you keep abreast of what is going on and pass the information on to others?
 - Dependability and trustworthiness—How much can you be trusted to do what's in other people's interest? Are you sincere and honest? Do you keep your word and not make promises you can't keep? If in a position of authority, do you back your people, remain empathetic and see things as others see them?
 - Energy and drive—Do you have the drive to see things through and do what you say you will? Do you get the job done?
 - Effective communication—Do you stay in an attitude of "okay-okay"? Do you listen actively as much as possible? Do you communicate with a positive, engaging, committed style?