

Principles of Influence

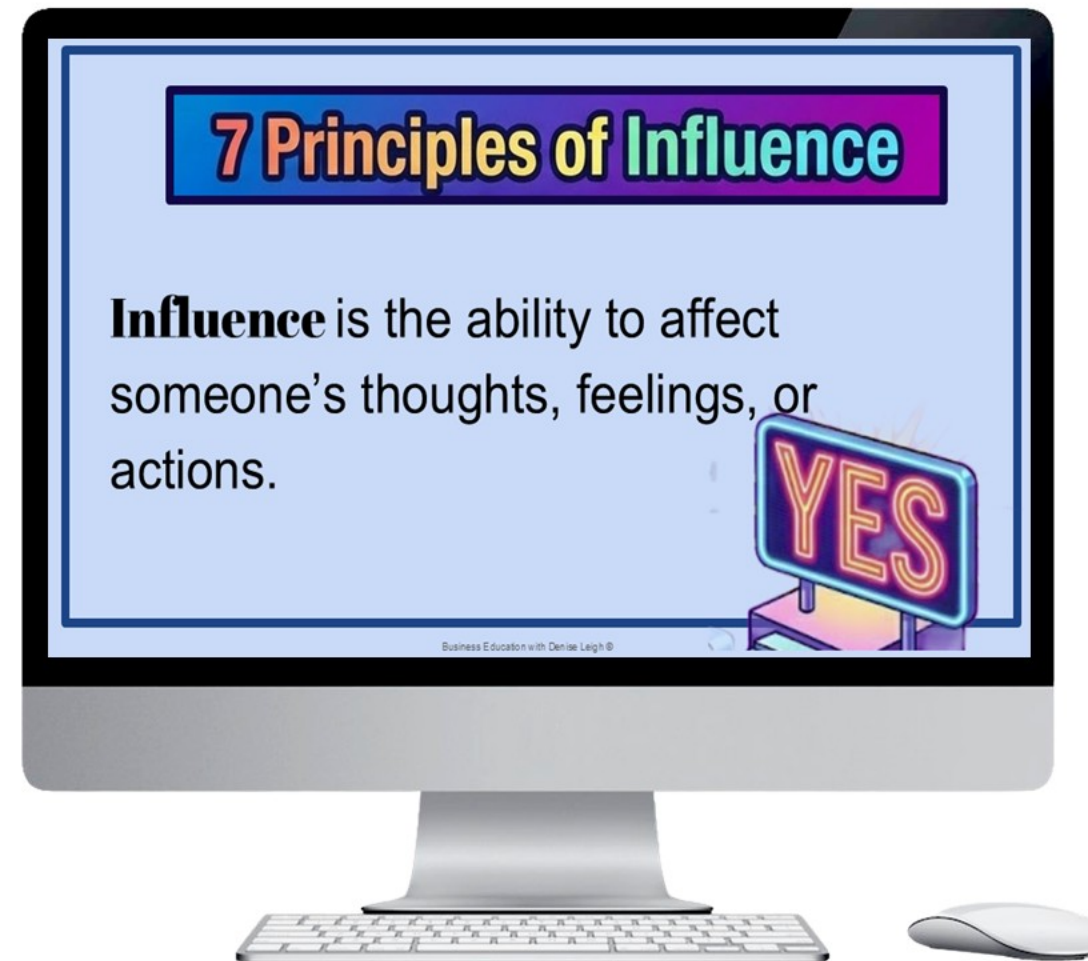
A DIGITAL DISCOVERY LESSON

Students learn
Robert Cialdini's 7
Principles of Influence

Editable - Interactive
Prompts Critical
Thinking

A Google Slides file
that easily converts
to Microsoft
PowerPoint

NO PREP!
SAVES YOU TIME!



BUSINESS EDUCATION WITH *Denise Leigh*

NO PREP Intro Digital Activity

What's Included?

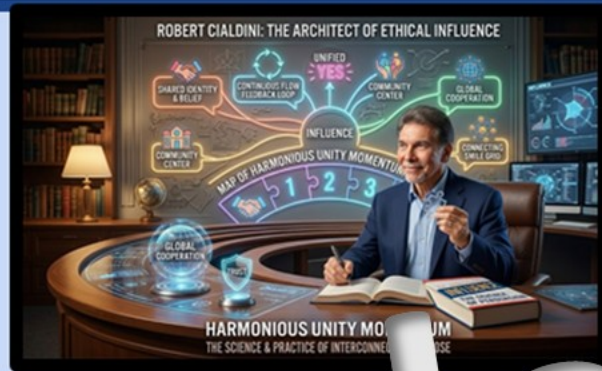
- ✓ **12-slides** Google Slides lesson (easily converts to PowerPoint)
- ✓ Real-world consumer and marketing examples
- ✓ Scenario-based application activity
- ✓ Research/web activity on Robert Cialdini
- ✓ Discussion and critical-thinking prompts



Great for In Person, Sub Day, or Virtual

Students learn about 7 Principles of Influence

Click on [THIS LINK](#) to learn more about Robert Cialdini, the architect of ethical influence and answer the following questions...



Who is Robert Cialdini?

What was the name of his book?

When was it first published?

What was the content of his book?

7 Principles of Influence

Influence is the ability to affect someone's thoughts, feelings, or actions.



**NO PREP!
PLUG & PLAY!**

Teaching Duration: 45 minutes + Discussions

Critical Thinking Activity

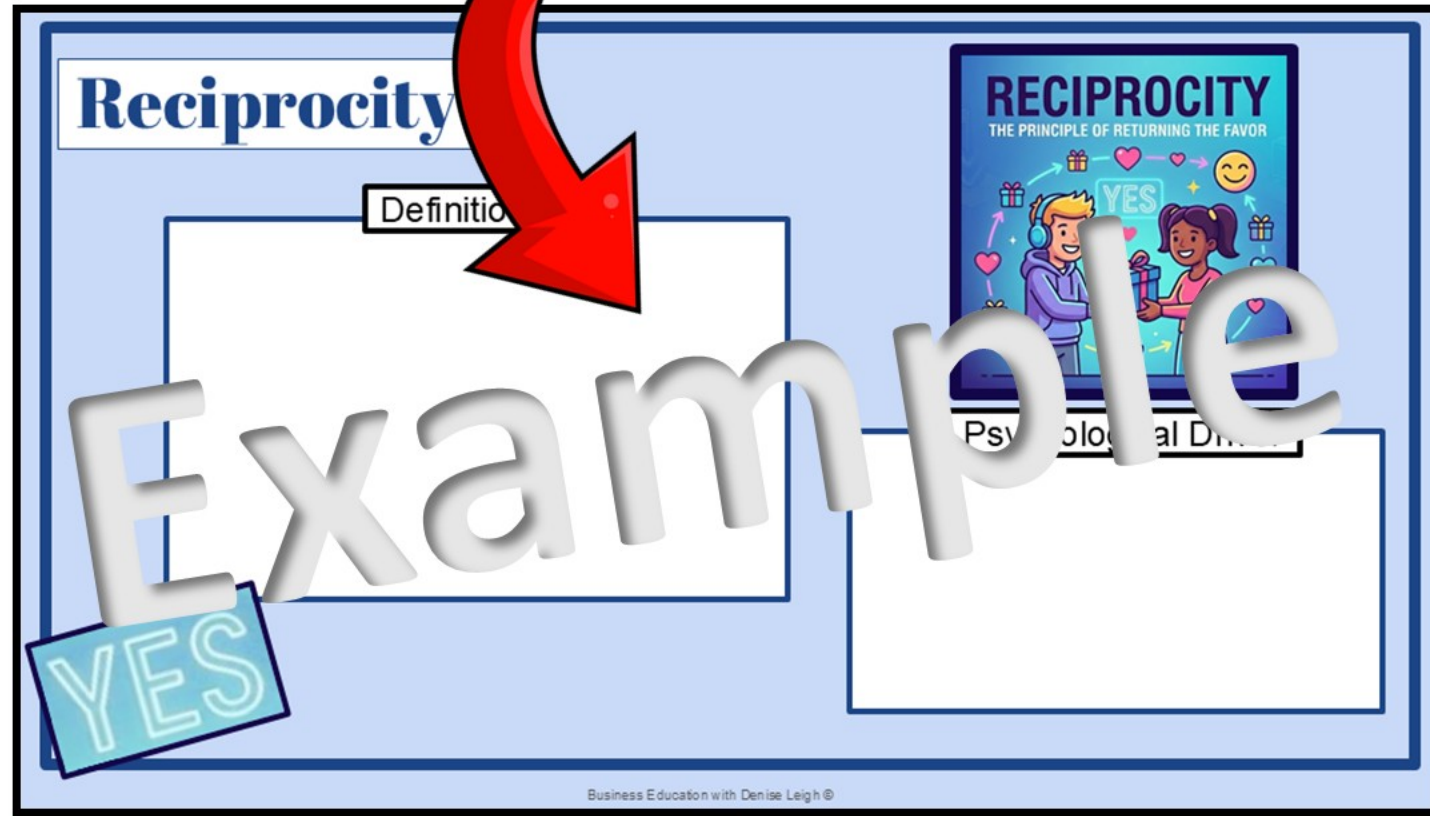
Reciprocity

Definition

Example

Psychological Driver

Business Education with Denise Leigh ©

A slide template for the concept of Reciprocity. It features a title box at the top left, a definition box in the center, and a graphic on the right. A large red arrow points from the title to the definition box. A large, semi-transparent word 'Example' is overlaid across the center. A small blue sticker with the word 'YES' is in the bottom left corner. The footer contains the text 'Business Education with Denise Leigh ©'.

Students then answer the prompts right in the slides.

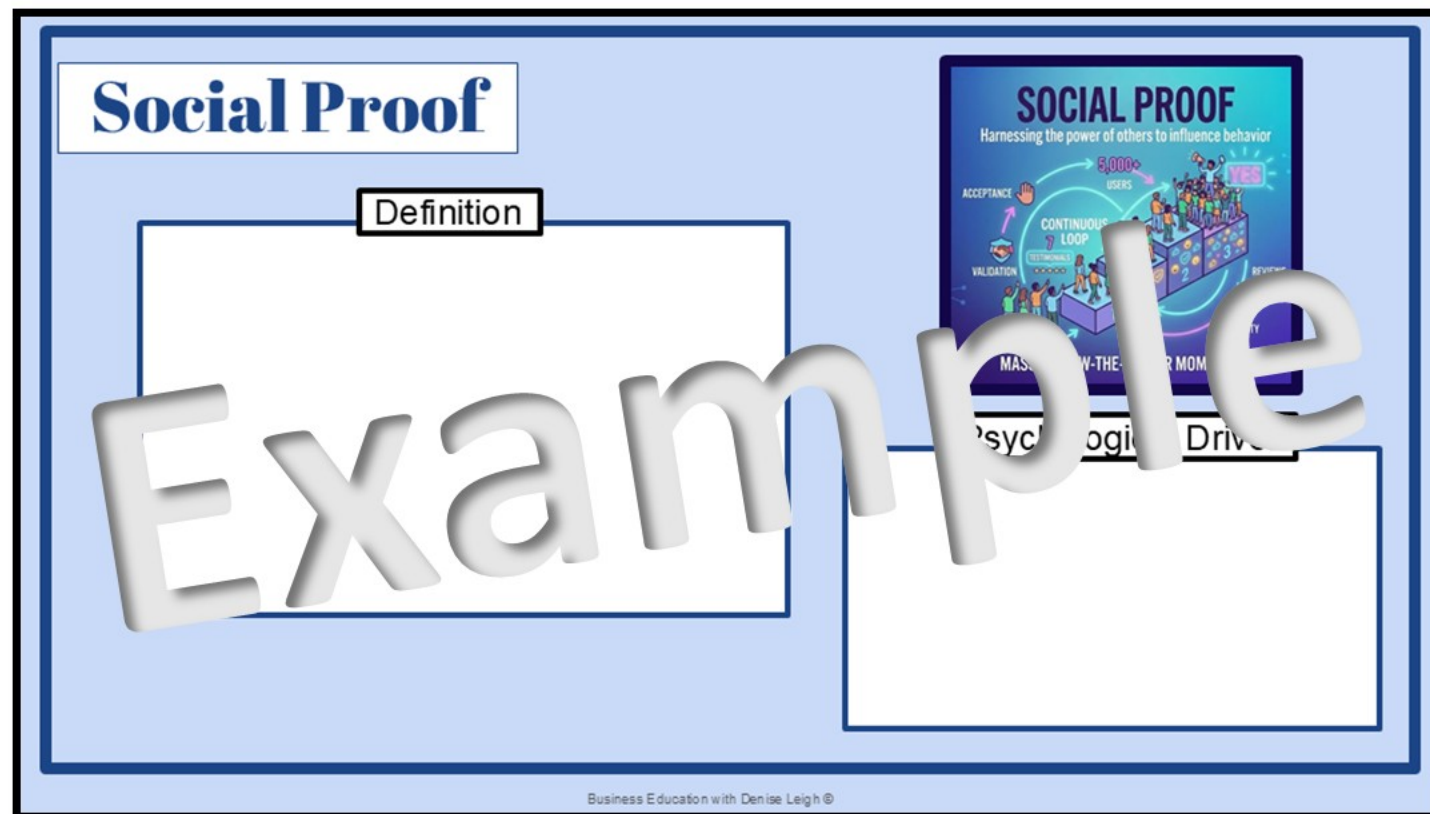
Social Proof

Definition

Example

Psychological Driver

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A slide template for the concept of Social Proof. It features a title box at the top left, a definition box in the center, and a graphic on the right. A large, semi-transparent word 'Example' is overlaid across the center. The footer contains the text 'Business Education with Denise Leigh ©'.

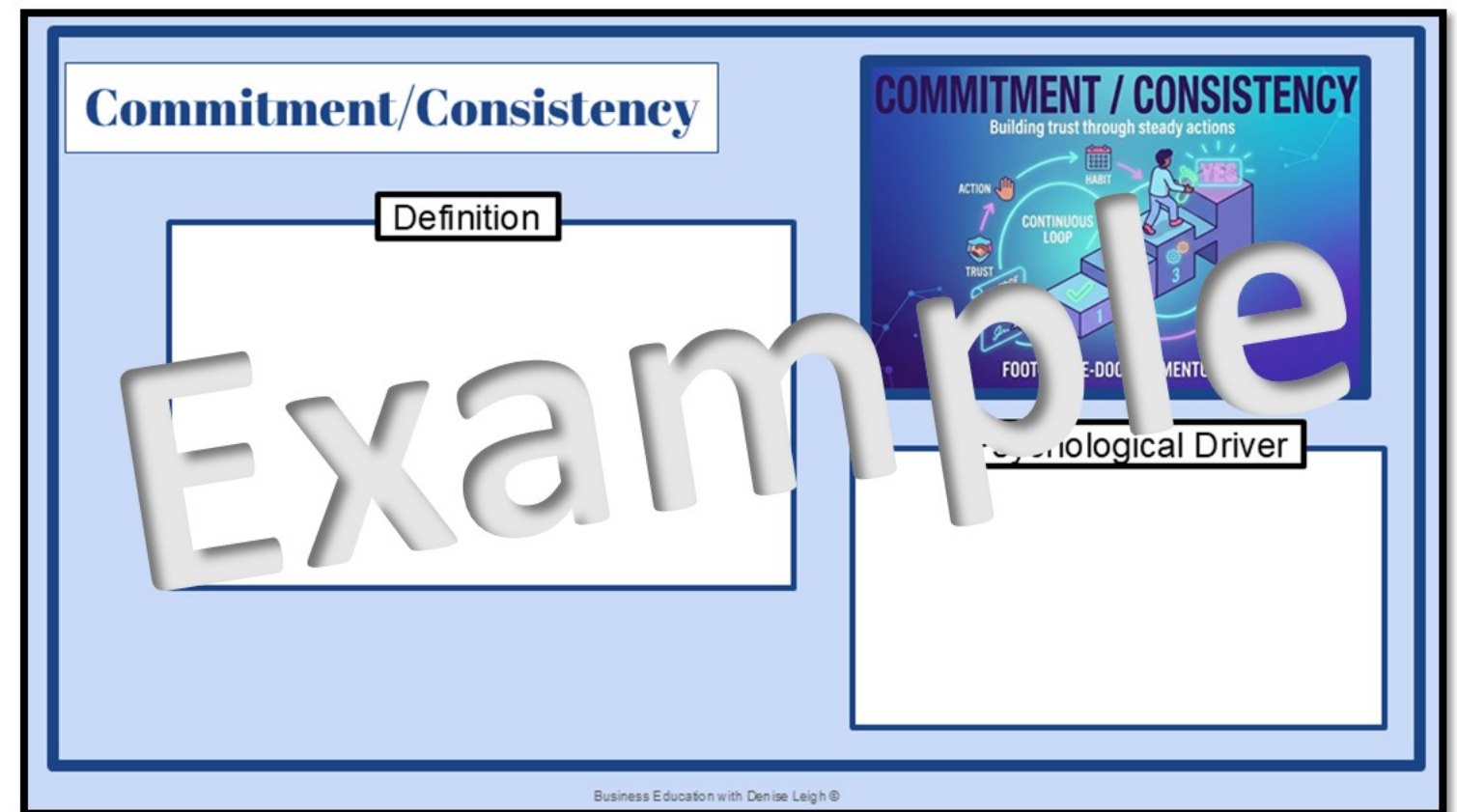
Commitment/Consistency

Definition

Example

Psychological Driver

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A slide template for the concept of Commitment/Consistency. It features a title box at the top left, a definition box in the center, and a graphic on the right. A large, semi-transparent word 'Example' is overlaid across the center. The footer contains the text 'Business Education with Denise Leigh ©'.

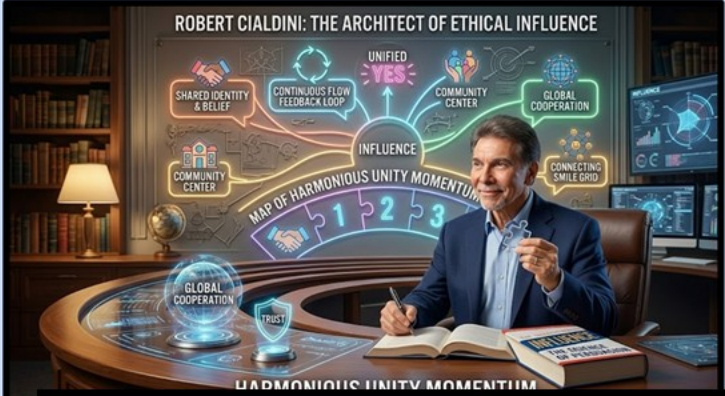
Students apply what they learned...



Read each scenario and list the principle that it refers that applies.

1. A company advertises that its product is "trusted by doctors nationwide."
2. ~~A clothing brand says, "Join thousands of teens already wearing this style."~~
3. A store gives customers a free sample and ~~then offers a discount if they buy today.~~
4. A business promotes itself as "built by people just like you, for people like you."
5. ~~A salesperson starts with a conversation about your favorite hobbies before recommending a product.~~
6. "Limited-time offer—sale ends tonight!"
7. ~~A fitness app asks users to set a small daily goal before encouraging a long-term subscription.~~

12 Slides included



ROBERT CIALDINI: THE ARCHITECT OF ETHICAL INFLUENCE

Click on [THIS LINK](#) to learn more about Robert Cialdini, the architect of ethical influence and answer the following questions...

Who is Robert Cialdini?



Social Proof

Definition

Psychological Driver



Scarcity

Definition

Psychological Driver



7 Principles of Influence

The principles of influence are:

Reciprocity

Definition

Psychological Driver



Reciprocity

Definition

Psychological Driver



Authority

Definition

Psychological Driver



Unity

Definition

Psychological Driver

7 Principles of Influence

Influence is the ability to affect someone's thoughts, feelings, or actions.

Commitment/Consistency

Definition

Psychological Driver



Liking

Definition

Psychological Driver

Read each scenario and list the principle that it refers that applies.

1. A company advertises that its product is "trusted by doctors nationwide."

2. A clothing brand says, "Join thousands of teens already wearing this style."

3. A store gives customers a free sample and then offers a discount if they buy today.

4. A business promotes itself as "built by people just like you, for people like you."

5. A salesperson chats with you about your favorite hobbies before recommending a product.

6. "Limited-time offer—sale ends tonight!"

7. A fitness app asks users to set a small daily goal before encouraging a long-term subscription.

Google Slides that **easily** converts to PowerPoint

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

