9.15: Last Important Thought

The last few pages have given you suggestions on how to persuade others. But just suppose that the other person’s argument is actually better than yours? As strong of an advocate you are for a certain position, when arguing, especially informal and personal arguing, it is important to listen with an open mind. It is great advice to carefully listen to other points of view, first, for not only getting information, but if you listen with an open mind, you might even find out that they just might be right.

By understanding our beliefs, values and needs we can better understand the decisions we make, and why we are comfortable with those decisions.

By understanding the beliefs, values and needs of our audience we can better plan our argumentative and persuasive strategy.

And never be afraid to change your mind. that is how we intellectually grow.