

Activity2 – “Persuasion”:

1. Note briefly any numbers which would help provide context to the change you wish to make. (eg Launching a new product? What are the current annual sales figures of the predecessor product? What about the figures for the nearest competitor?)

NB - It does not matter if you do not know the value of the number currently – simply note a description of the number and take an action to find out its value.

2. Identify numbers/ facts that describe the **impact** your desired change will make?
Eg. *My proposed new process would **half** the time it takes to respond to complaints.*
*My dream house will be **double** the space we have in the back garden currently.*
Take an action to find out exactly what those numbers are and what baseline you are working from. (eg *current house size is 220 sqm with a 75 sq m garden so the new house will have 150sq m garden.*)

3. Who will you need to engage with to understand the exact numbers? Note their names/roles here and take an action to speak with them before you have to ‘present’ your case for change (to friends, partners, bank manager, boss, exec committee etc)

4. Now review the details about Ben’s dream goal on page 2. Identify the figures that are relevant to persuade others to support him with his goals. Is there any additional information you would need to build a compelling case?

Facts about context	Descriptions of the scale of the change	Measurable impact/ outcomes

Ben’s Story

Ben is 25. He had a best friend at school called Alexander.



Both boys loved science and football. They were in the school football team together. They won the junior league 4 times! After school they both went to university in the same town. Sadly, at age 19, Alexander developed Leukemia. It was an aggressive form and he passed away just after his 21st birthday.

It will soon be 5 years since Alexander’s death and Ben wants to raise money to support a cancer charity in his memory. He also wants to have a memorial bench erected near the football pitch in the local park where they used to play. The pitch is popular with local children and on a typical day around 40 boys and girls play there. Ben hopes more mums, dads and grandparents will be more encouraged to come and watch their children play if there is seating available.



To raise funds Ben is planning to undertake a sponsored hike. He plans to drive from South of England to Scotland and then walk around the coast of Scotland – the “North Coast 500” route in memory of Alexander.

He hopes to raise enough to install the bench and provide additional funds for a cancer research charity to setup a PhD student research project.

Ben needs to persuade his boss to give him an extended break – 2 weeks holiday & an extra week unpaid leave to make it happen. He also needs to persuade his friends and colleagues to donate to the cause. He will require accommodation – campervan or B&Bs for 18 nights and fuel costs. He is hoping that he might persuade local businesses to sponsor him for at least part of these costs.

Use the information on the factsheet to complete the table on page 1 (Q4.)

£1K FRESH-FACED PHD STUDENT WITH EVERYTHING THEY NEED TO BEAT CANCER SOONER.

£300 COVERS THE COST OF A DAY'S TRIAL TO TEST NEW COMBINATIONS OF DRUGS TO IMPROVE TREATMENTS FOR PROSTATE CANCER.

£8 BUYS A LAB TIMER

TEN-YEAR SURVIVAL FOR BREAST, SKIN AND TESTICULAR CANCER IS ABOVE 75%

WE FUND 4000 SCIENTISTS, DOCTORS AND NURSES ACROSS THE UK

£100 BUYS A DNA MEASURING TOOL

Bench costs	
Size	Cost
6ft (1.83m)	£495.00
8ft (2.43m)	£660.00

Installation cost	
Surface type	Cost
6ft existing hard surface	£110.00
8ft existing hard surface	£120.00
6ft new surface	£370.00
8ft new surface	£410.00

Where do you live?

Fuel type ☒ Unleaded petrol ☐ Diesel

How much do you pay? £ per litre

How big is your car?
Based on popular cars in your region:
☐ Small ☒ Medium ☐ Large

Fuel tank: litres

Calculate

To fill your tank you pay: £68.75

London to Inverness: 567 miles.
Inverness to North coast and back: 500 miles



Nomad
2 Adults
Fridge
Manual
Stove
[View Vehicle Specs](#)

GBP 2,545.00
GBP 2,268.50
Rental Charge Only
★ You Save GBP 246.50
[View price breakdown](#)
[Start Booking](#)

Cases	Deaths	Survival	Not well understood
2,630	289	84%	?
New cases of young people's cancers, per year in 2013-2015, UK	Deaths from young people's cancers, per year in 2014-2016, UK	Survive young people's cancers for 5 or more years, 2001-2005, England and Wales	Young people's risk factors are not well understood, mainly because this group of cancers are relatively rare and diverse

Accommodation & Prices

We have included a selection of our favourite places to stay during your holiday on the North Coast 500 and would be delighted to tailor your accommodation to suit your requirements.

Please choose from one of our four accommodation categories:

Budget	3* B&Bs & Guest Houses	from £770.00pp
Standard	4* Guest Houses & 3* Hotels	from £830.00pp
Premium	Boutique Guest Houses & 4* Hotels	from £1290.00pp
Special Places to Stay	A collection of unique, often privately owned exclusive retreats and intimate hotels situated in spectacular locations on the NC500	Please enquire

Tour Inclusions

- ✓ 9 nights' accommodation to include breakfast
- ✓ 9 days Economy car hire (other **vehicle categories** available)

5. Now give yourself a deadline to find out the numbers you need to know from questions 1-3 for your own challenge.

PERSPECTIVES: If you wanted to support a cancer research charity, would you give Ben the donation? Or would you pass your donation directly to the charity? Why/Why not?

For your own challenge, did establishing the numbers change anything about what you propose to do or how you will go about it?

FAQ?

Q. What if the numbers don't stack up, but there are other reasons for pressing ahead?

Not all challenges provide a material, easily measurable return. Sometimes it is necessary to put additional effort into the foundation of something, and the actual rewards will only be seen later on down the line and after further investment. For example:

Imagine you just bought a new house and it has a garden which is uneven, full of rubble and has no topsoil. You want to create a stunning floral display and a patio area. You can't simply buy some seeds and slabs and go ahead. You will have to put the effort into clearing, levelling and restoring the soil first. Worst of all, at the end of all that effort, the only outcome you will have is an empty garden! It may feel at the time of doing it, unjust not to get a good reward for the efforts! However, in this type of scenario we have to accept that the challenge is important to complete as an *enabler* to the future outcome (creating a floral display) it now allows you to seek. Whether it is worthwhile to proceed or not depends on how much we value the outcome of the subsequent development. If it is very important to you to get the floral garden and patio, the effort will be worthwhile in the long run.

Q. What if I don't know...?

You are unlikely to personally know all the answers for your challenge without involving some additional research. If the detail you need is not readily available, and is critical to stating your case, then think about who does have the answers and seek them out. If you can explain briefly why you need to know, many people are willing to help. There may be some limited expense involved. Decide if it is justified by you getting the information you need to move forward.

Q. What should I do to convince a potential backer who is not a numbers person?

For some people, a table of data or too many statistics will confuse and bore them. Don't allow them to be put off your 'baby'. Be creative! Complex information can be presented in a very effective and compelling visual way eg. the infograph on what cancer research donations can buy. By choosing a handful of simple, recognisable options and presenting them in an appealing way on the page, the person communicating the message has made it powerful and compelling.

There are many other ways of persuading people which will not be covered in this mini-guide. If you are feeling stuck, have particularly difficult stakeholders to handle or for any other reason need extra support, contact info@changeguide.co.uk to secure further for one-to-one change planning assistance.

Worked example: Positive figures to use to help build compelling case

Facts about context	Descriptions of the scale of the change	Measurable impact/ outcomes
Known each other since age of 5 (Draws you into the story, gives an understanding of their relationship)	500 miles (Is memorable, describes the distance)	Target figure eg £10,000 (Gives people a sense of the ambition. Challenges them to give more than just spare change).
Alex only 19 when he died (Young age elicits sympathy)	1500+ miles round trip (Describes the full extent of the journey)	40*7= 280 per week could benefit from bench
c.40 per day use the park – shows there are people to benefit from the bench	Cost of trip via B&B - £3290 (Explains how much goes to costs – assumes £770x2 = £1540 B&B pp & fuel eg 3x £70)	£300 per day cost of trial and £8 lab timer (these examples make the outputs tangible).
289 deaths in 2 year period – shows scale of problem/potential no. of people who could be helped.	Cost of trip with van – £2478 £2268 & fuel eg 3x £70 (Explains how much of funds raised goes to costs and demonstrates value vs alternative)	84% <i>Due to nature of trials, we can't say how many lives will be saved but this success rate gives hope that further treatment adaptations could work.</i>
Over 2000 cases –demonstrates it is not as rare as people may think.	Cost of bench £495ft & £110 = £605 (Explains how much of funds raised won't go to research)	

Weaker example - less crucial data...

Facts about context	Descriptions of the scale of the change	Measurable impact/ outcomes
Ben is 25 (not particularly relevant to the cause)	Cost of fuel per litre (not exclusive to this scenario)	Ben wants to raise as much as possible (this would be vague and may lead to query over whether he will actually cover his costs).
Alex 5 year anniversary (Tells a little about Ben's motivation but isn't especially important)		Many people could benefit (This would be vague and uninspiring).
Alex was an only child (explains the closeness of friendship but isn't integral to what happened)		
Won trophy 4 times (provides additional info about their experiences together but is not necessary)		
84% survive (this is quite a high positive number, so does not support the strength of argument that these youth need our help.)		

Worked example: the case for Ben

Strong	Weak
Typically we associate cancer with older generations but every year, over 2000 young people in our country are affected by cancer. One day, five years ago, one of the 2000 was my best friend, Alex.  I'd known Alex since we were 5. We were always together at school, or in the football team winning trophies together, or playing in the park. We even stayed in the same town after school. We were inseparable. Sadly, like 268 other young people in the last 2 years, Alex lost his battle with leukemia. He was only 19 years old. Naturally, his family and friends were devastated. Today, the local children play in the park every day just like Alex and I used to do. In fact, it is a very busy playground with on average 40 children a day/280 a week visiting. In memory of Alex, I would like to support these children and their families by raising money to fund vital new research so that this next generation do not have to suffer from unnecessary disease. I also want to erect a bench dedicated to Alex in the busy shaded area under the tree, the perfect for families to sit, overseeing the children's games.  I am now training to undertake a huge challenge. I want to walk the 500 miles North Coast 500 route. My goal is to raise £10,000 and net approx. £6000 to be used for new trials. At £300 a day this will support 20 full days of a trial. We know that 84% survive these cancers, so every little research counts to understand how we can make the difference for the other unlucky 16%.  At over £3000, this venture is not cheap. Any contribution you can make to support with cost of transport will mean more funds raised going directly to support research. For example, £100 less spent on fuel could provide a DNA testing kit for the laboratory. £8, the equivalent of a fish supper, could buy some basic essential lab equipment like a timer. £1K FOR THE LARGEST FUNDRAISING EVENT IN THE COUNTRY £300 COVERS THE COST OF A DAY'S TRIP, INCLUDING NEW GEAR, FOOD, AND ACCOMMODATION £8 BUYS A DAY'S FISH SUPPER £100 BUYS A DNA TESTING KIT Target £10k  20 days trial Pledged so far Costs Please support in any way you can. Thank you! Ben	I am 25 years old and I lost my friend to Leukemia a few years ago. Alex was an only child and we went to school together. Our football team even won 4 trophies. Lots of people are affected by Leukemia and too many are suffering. I have decided to do a sponsored walk to raise some money for research into the condition.  84% survive this cancer thankfully. Help me to support the rest by donating to my cause. I will also be setting up a bench in memory of Alex in the park where we used to play. I don't usually walk but have committed that I will do a 500 mile walk in memory of Alex.  I really want to raise as much as possible so please be generous! Can you help provide fuel for my transport please? It will be a big help. Thank you. Ben