

Welcome & Opening Prayer

8 participants

Intro of speaker - Fr. John Guyol, SJ

Presentation

What are we seeking people to say “yes” to? How are we asking them?

Cialdini’s “7 principles of Persuasion” (see attached powerpoint presentation)

1. **RECIPROCITY** - “People feel obliged to give back to others the form of a behavior, gift, or service that they have first received.”
 - a. The manner in which small gifts are given shifts people’s behavior
 - b. FOR VOCATION - “How do I make a return to God;”
2. **SCARCITY** - “People want more of those things they can have less of”
 - a. One needs to point out its uniqueness and what the customer stands to lose by not purchasing what they have to offer.
 - b. FOR VOCATION - point out the uniqueness of our proposal - what is unique about your community? Community life? serving people? deeper meaning? What are they missing out on if they don’t consider the proposal of a religious vocation?
 - i. “Lord to whom shall we go? You have the words of eternal life” John 6:68
3. **AUTHORITY** - “People follow the lead of credible, knowledgeable experts”
 - a. FOR VOCATION - point to our authority of our vocation => God;
 - i. the utility of the religious habit - this is a huge draw for many young people today
 - ii. Having lay partners help point to our communities helps our credibility
4. **CONSISTENCY** - “Activated by looking for, and asking for, small initial commitments that can be made”
 - a. Get commitment in writing; commitments must be feasible
 - b. Start small, then make the bigger ask
 - c. FOR VOCATION - what are we asking young people to say “yes” to?
 - i. To join religious life? NO. This can’t be the starting point.
 - Start small: ask them to a prayer experience, acts of service, a spiritual conversation? Then after establishing rapport, consider “making the ask” about religious life
 - ii. Meet discerners where they’re at, then help them to get to the deeper “yes”
 - Jn 21:15-19
5. **LIKING** - “people prefer to say yes to people that they like”
 - a. We like people who are similar to us, pay us compliments, cooperate with us toward mutual goals

- b. FOR VOCATION - potential misuse of this principle - it can narrow our potential vocation pool
 - i. Importance of relationship building
 - ii. Mutual cooperation opportunities - help them see us on the same team working towards a common goal, not just joining our community.
- 6. CONSENSUS/SOCIAL PROOF - “When people are uncertain, they will look to the actions and behaviors of others to determine their own.”
 - a. Pointing to the actions of others, rather than relying on one’s own persuasion
 - b. We end up doing what other people do.
 - c. VOCATION - point to compelling power of our joyful witness. Help discerners see this through our interactions with one another..
 - i. Look to the social proof for our own vocation work; where are the young people these days? e.g. SEEK.
 - When they see others like them coming together, are we there with them? Are we willing to catch up with what the Spirit is doing in and among the young people today?
- 7. UNITY - the most powerful manifestation of unity is being in the same family (a shared identity)
 - a. Point to the benefit given to loved ones
 - b. Maslow’s 3rd need - need to belong
 - c. VOCATION - understand the culture of potential discerners (i.e. - Get Z’s and Gen Alpha’s)
 - i. Common vocation work in the Body of Christ. Encourage one another in this work.

Q&A

- we’re not just digital marketers, but digital “harvesters”
- importance of relationship building. This is the heart of vocation ministry
- importance of inviting lay partners in this ministry. Their “authority” is often more impacting than us religious.
- we have to understand our own vocation first (lay or religious) and convey that message to encourage others to ask the question for themselves.
- start with the small “yes” that will hopefully lead to the bigger “yes”
- how to work with parents and families of discerners
- create a “toolbox” for lay partners to help us promote
- visit families, but also be mindful of “alternative” family dynamics and diversity of families. Be inclusive in our language.
- Possible topics for future presentations - understanding Gen Z; working with parents of discerners

Announcements

Closing Prayer