

AUTHENTIC LEADERSHIP TALK

Human-centred leadership training
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Want to be more persuasive? Get curious!

Have you ever found yourself in a conversation where you're already preparing your response while the other person is still talking? I know I have.

As leaders, we're often expected to have answers, solve problems and make decisions. So when someone challenges our thinking, raises a concern or disagrees with us, our natural instinct can be to **explain, defend or persuade**.

But what if becoming more persuasive actually starts by doing less talking?

There is a powerful connection between **curiosity, trust and persuasion**. When people feel genuinely heard and understood, they are far more likely to lower their guard, share what is really going on and become open to another perspective.

"The most important thing in communication is hearing what isn't said."

Peter Drucker

In this month's Leadership Talk, we explore three common habits that can make us less persuasive, a simple way to become more curious in your conversations, and a practical resource to help you GROW your leadership conversations. Plus, we celebrate a recent PROfound Leadership achievement and share a little Father's Day moment behind the scenes.

Keep scrolling!
Martin

Could trying harder to persuade someone actually make you less persuasive? 🖱️

The surprising link between curiosity, trust and persuasion

We often think persuasion is about having the right argument, explaining our position clearly or finding the right words.

But effective persuasion starts much earlier.

In this article, we explore three common habits that can undermine our influence:

1. **Defending our position before understanding theirs**
2. **Assuming the first answer is the real problem**
3. **Trying to persuade before creating understanding**

The alternative? **Get curious.**

By asking better questions, listening beyond the obvious and genuinely seeking to understand another person's perspective, we create the trust that makes meaningful influence possible.

🔗 **Curious? (Pun intended!) Read the article here:**

[\[https://profoundleadership.com.au/3-reasons-youre-less-persuasive-than-you-think/\]](https://profoundleadership.com.au/3-reasons-youre-less-persuasive-than-you-think/)

Reflection

"In your conversations, are you listening to understand or listening for your turn to speak?"

Quick win [leadership tip]

Ask one more question!

Before responding, defending your position or offering a solution, challenge yourself to ask **one more question**.

Try: ***"Can you tell me more?"***

Then resist the urge to jump in.

That simple question can help you move beyond the first answer, uncover what is really driving someone's thinking and demonstrate that you genuinely want to understand.

And if you think you already know what they mean?
That's probably the perfect time to ask.



Want to learn more? [Leadership Resource]



What if better leadership conversations started with better questions?

Great leaders don't need to have all the answers. They know how to create conversations that help others think, explore and take ownership.

The **GROW model** provides a simple framework for doing exactly that. It helps you move beyond telling and advising towards asking purposeful questions that create clarity, uncover possibilities and turn insights into action.

Our **Conversations that GROW People** resource gives you practical questions and guidance to help make your everyday leadership conversations more meaningful and productive.

GROW your conversations

👉 [Download the ebook](#)

A proud moment [Client Service Excellence finalist]

We didn't take home the winning trophy, but we certainly walked away feeling like winners.

We were incredibly proud to be a finalist for the **Client Service Excellence Award** at the 2026 Williams Landing Business Awards.

For us, this recognition is particularly meaningful because great client service starts with many of the same things we've explored in this month's Leadership Talk: **listening, understanding what people genuinely need and building trusted relationships.**

A huge thank you to all our wonderful clients who trust us, challenge us and continue to **dare to make a difference.** This recognition belongs to you too.

And congratulations to all the winners and finalists who continue to make such a positive impact in our local community.



My most important leadership role? [Behind the scenes]



Father's Day in September was a lovely reminder that some of the most important leadership lessons don't happen in meeting rooms or workshops.

Being a dad continues to teach me about patience, listening, letting go, leading by example and, occasionally, accepting that I am **definitely not the one in charge!** 😊

I'm incredibly grateful for these two and the lessons, laughs and memories we continue to share.

Happy belated Father's Day to all the dads, stepdads, granddads and father figures in our community.

There is one line from the article that I think is worth carrying into your next conversation:

"The most important thing in communication is hearing what isn't said." *Peter Drucker*

So, the next time you feel the urge to explain, defend or persuade, try something different.

Get curious first.

As always, if you have questions or simply want to talk through options, reach out. We are on your support team.

Dare to make a difference!
Martin



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