

Question: *Tell us about a time you have successfully persuaded someone to follow your instructions when they were initially resistant. (200 words)*

Positive words
create a
positive image

Answer: A recent time when I successfully persuaded someone to adopt my strategy was when I recently convinced a colleague in my R&B band to adapt his approach. We have been performing in small halls for over a year and have attracted a small but enthusiastic following. However, we have never really widened our appeal and have recently become quite bored.

Brief, clear
outline of
situation and
task

Clear outline of how he
persuaded his colleague
to change his mind

Our songwriter was particularly listless and thought we should give up but I thought we should try to reinvigorate our repertoire for a few months before throwing in the towel. I persuaded him persevere by reminding him of how exciting it had all been when we started, suggesting new approaches and getting input from the singer of a local band who had recently gained a record deal.

By getting support from the other band members, and being more proactive in setting up appearances in new and unusual venues, I opened up my colleague's mind to new and exciting sonic arrangements and this gave us all some new energy.

A positive ending
demonstrating a
commitment to
academia and
professional training

Now we are getting larger crowds and more airplay on local radio.