

## **Monitoring Mindset: Beliefs, Values, and Indifference, the Mental Game of Persuasion**

### **Beliefs**

Understanding your audience's beliefs will help you know what approach to take. Beliefs are those things we accept as truth, consciously or subconsciously, proven or unproven. Beliefs come from our environment, our culture, our education, our experience, or even through osmosis from our friends and family. One of the most common sources of our beliefs comes from being a part of a group, such as a family or a type of tight-knit community. People often take on the beliefs and rules of the groups to which they belong and then behave in accordance with those beliefs and rules.

### **Values**

A value is more ingrained than a belief because it is more deeply and consciously committed to. A value is typically something that has been very thoroughly contemplated and accepted. It is for this reason that values are much harder to change than beliefs. Usually, a true value will not be changed, not even for wealth, acceptance, or pressure. Be sure when you are in a persuasive situation that your audience doesn't feel like you're trying to attack their values. This will only make them feel defensive toward you. As Walt Disney wisely stated, "When values are clear, decisions are easy."

### **Indifference**

When someone is indifferent, they most likely have never even thought about the issue, or they have had no reason to care about it. Indifferent people come across as greatly apathetic because the topic you are presenting is something they've never had to cognitively process before. People who are indifferent don't want to be bothered. These people usually don't care about you or your message. Often they're only there because they have to be, or their indifference is just a general lack of interest or boredom in general. An indifferent audience needs attention, empathy, and a reason to care.