

INFLUENCING OTHERS

WHAT IS INFLUENCE?

Influencing others is the ability to consistently gain support for views and opinions, and to achieve goals through the work of others.

People with this competency know how to **make others listen** and **persuade them** to act in a desired way to reach desired goals. People with this competency are storytellers -- they can easily **gain others' attention and impart something to them in a way they want to hear it.** They can **take people with them, get them interested** and gain their **support.**

In brief an influential person is likely to be:

- Visible within the organisation and have a strong presence
- Persuasive and assertive in negotiations
- Able to win people around to their view using appropriate styles
- Able to present arguments logically and face up to and resolve conflicts

TIPS ON HOW TO INCREASE INFLUENCE

KNOW THE INDIVIDUAL

- What's their "style"?
- What's your "style"?
- How do these styles complement each other?
- Where are the glaring differences?
- What motivates them – what are they passionate about?

GET ORGANISED:

- Be very clear of the purpose:
 - What do you hope to achieve?
 - What will good look like?
 - How do you want the other person to think, know & feel?
 - How will you feel at the end?
- Create a clear, concise and well thought through outline
- Build evidence – facts & figures
- Develop practical, simple, non-technical (if appropriate) examples
- Frame & reframe your point/opinions
- Think about what's worked in the past & why:
 - What could you do differently & better?
- Consider reason & emotion
- Anticipate how your audience will respond:
 - What might their concerns be?
 - What alternative supporting arguments could you build?
- If it's a really important influencing conversation – plan time to have the conversation in full
- Leverage appropriate support from others

INFLUENCING OTHERS

TIPS ON HOW TO INCREASE INFLUENCE

WHEN IN THE ZONE:

- Revisit your preparation
- Focus on the individual and the keep “present”
- Watch the words, music and dance of the other individual:
 - What’s it telling you?
 - What’s yours telling them?
- Try reversing sides – think of points that support the other person’s point of view – use this insight to tailor your communication to the individual’s interests
- Be compelling & consultative
- Listen carefully – don’t “reload” or be listening whilst waiting to speak

AFTERWARDS:

1. What went well and why?
2. What went less well and why?
3. What would you do differently now?
4. What would you do the same way?
5. What went unexpectedly well and why?
6. What went unexpectedly badly and why?
7. Why did you not foresee what happened?