

Principles of Influence



Persuasion & Influence



- Persuasion is ethically winning the heart and mind of your target. Basically, you alter the behavior of someone through reasoning.
- Influence on the other hand, is the ability to affect the manner of thinking of another.
- If persuasion is an action, influence is a state or condition. 2mins

- [Joe Friedman highlights the difference in this video](#) -2mins

(Right click on the link and open in a new tab/window)

Influencing Styles

- Influence is the ability to personally affect the actions, decisions, opinions, or thinking of others.
- The ability to influence others is often a crucial factor that determines professional success.
- Understanding how you influence others is an important step as it identifies areas for potential improvement.
- However, being able to influence in your workplace may require a variety of styles, depending on the situation.



Research suggests that successful leaders typically use 5 influencing styles. The following article defines those and illustrates how and when to use them.

- **Article:** [5 influencing styles—and how to use them effectively](#)

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The 6 Principles of Influence

- There are many factors that influence us to say yes to others.
- Researchers have concluded that there are psychological triggers to understand how we are influenced.
- Here are the six persuasion techniques which increase conversions and influence.
- If understood and used properly one can yield top notch results.
- Well, let's take a look at all of these. While the video gives an overview, Udemy course provides a deep understanding of the principles.



- **Article:** [The 6 Principles of Influence](#)
- **Video:** [Robert Cialdini | Six principles of influence](#) –2mins
- **Udemy Course:** [Influence People with Persuasion Psychology](#) – 2hrs 22mins

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How to Influence?

- Real influence is about forging deep connections quickly, stepping into someone's world authentically, and striving for consistent win/win outcomes.
- We all have encountered situations like getting worried when certain things go wrong. We blame, complain and decide nothing can be done. Instead, why don't we try and influence the situation or the person?

Master the art of 'How to Influence?' by going through the links below -

- **Article :** [7 Tips to develop your influencing skills](#)
- **Udemy Course :** [People Power: How to influence anyone anywhere](#) -3hrs
21mins (Optional)
- **Udemy Course:** [Building Influence at Work](#) -1hr 2mins

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