

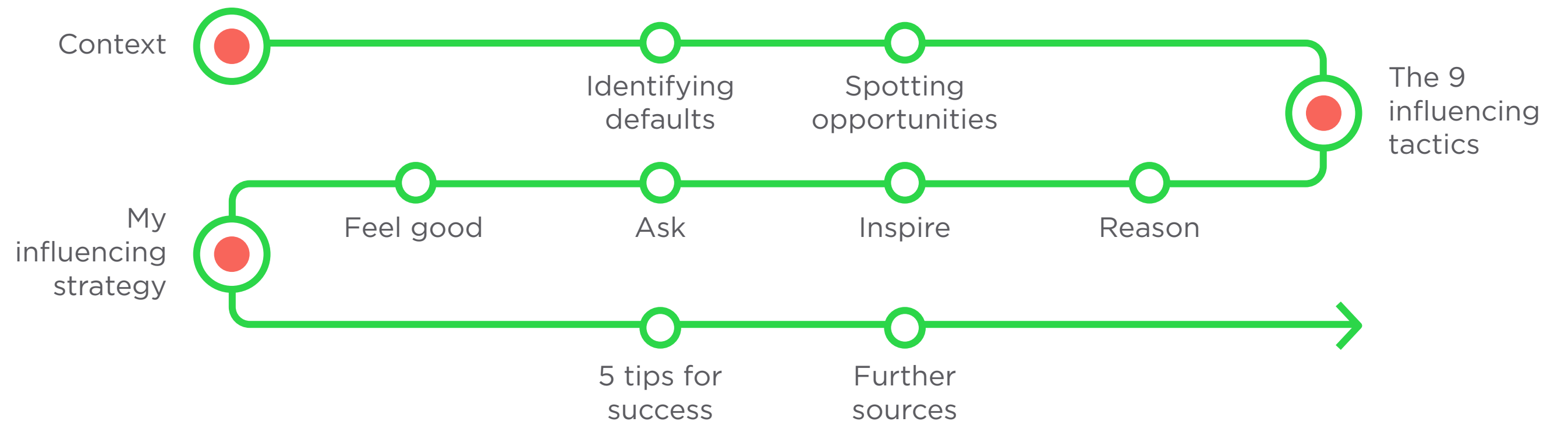
Influence and persuade



**“Don’t raise your voice,
improve your argument.”**

Desmond Tutu

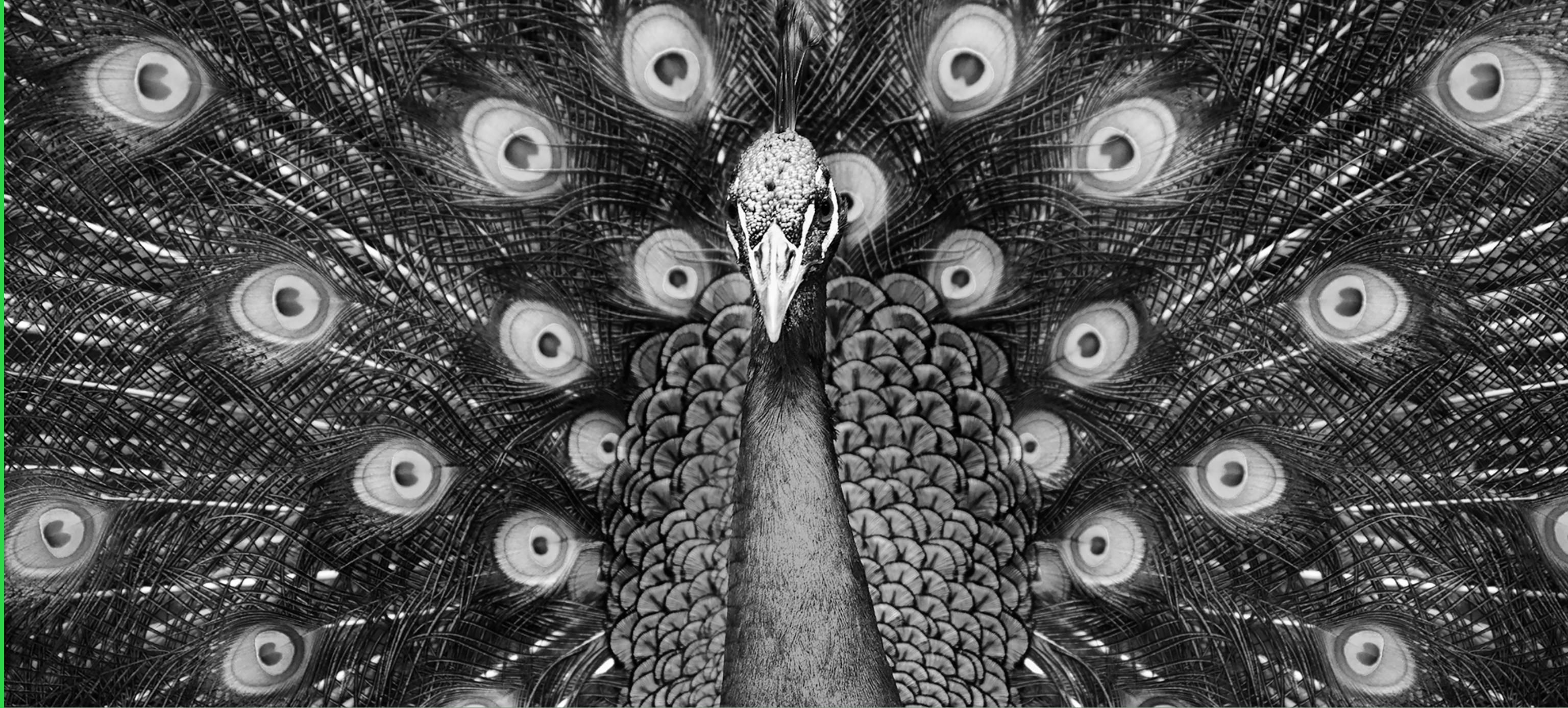
1 The next 90



Blocks



Releases



2 The 9 influencing tactics

Reason

Individuals see that a proposal is likely to achieve their objectives.

How to use

State the facts and outline pros and cons

Explain how their concerns can be met

Outline how your solution solves the objectives

Inspire

Individuals are enthused by appeals to their values, ideas and inspirations. Confidence is boosted and they feel able to do the task.

How to use

Provide a clear picture of the future and show how the new situation will be better than the current situation

Exude passion and energy

Connect emotionally with others by listening and appealing to their individual needs

Ask

Individuals are reassured that you are willing to adapt your views to take account of their suggestions. They gain a sense of ownership.

How to use

Create choice within boundaries by offering a number of solutions and asking which one they would choose

If the choice has already been made, ask them what approach they would take to reach the goal

Appeal to their skills and expertise while you are asking them

Feel good

Individuals think favourably about you and so are likely to be more open to persuasion.

How to use

Describe what they did well in a given situation

Communicate the positive impact they made on the situation and others

Outline the personal gains that could come from the situation and what the benefits could look like

Deal

Individuals feel the request is fair as you are willing to reciprocate at a later time.

How to use

Uncover their motivations and desires to gauge what would be an effective compromise

Outline the best-case scenario if the deal gets done, and the worst-case scenario if it doesn't

Define what you agree to. Even the simplest terms, if left undefined, means ambiguity around the deal could lead to you losing out

Favour

Individuals feel duty bound to complete a task.

How to use

Appeal to their human nature. People are much more responsive to helping others on a social level than they are for money or other material gains

Be generous to those around you so that you can draw on their good will at a later time

Aim for giving and receiving lots of little favours to establish familiarity

Silent allies

Individuals are more likely to think or do something because other people have.

How to use

Demonstrate that other people have behaved in a specific way

Give an overview of why other people also did this specific behaviour

Emphasise the similarities between them and the specific group

Authority

Individuals find it difficult to refuse when you claim the authority to make the request, often by referring to laws, rules or traditions.

How to use

Explain why you have the right or the knowledge to make the request

Explain what would happen if this protocol isn't followed

Present the situation as a done deal rather than one that's open for debate

Force

Individuals feel a sense of fear or burden which results in them doing what you want them to do.

How to use

Use direct language

Explain why this is the only realistic option

Outline the negative personal consequences if they don't follow suit

3 Next steps

Who do I need to influence and what's my objective?




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What tactics will I use?




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What is stopping me from being effective?



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How can I overcome these barriers?



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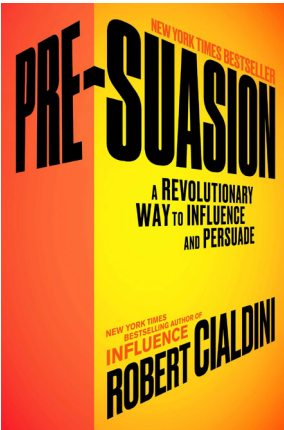
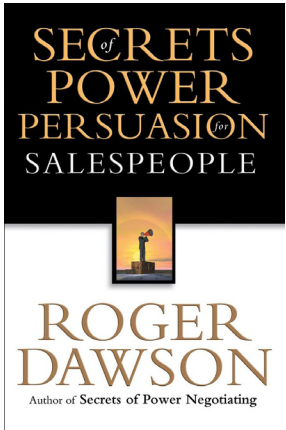
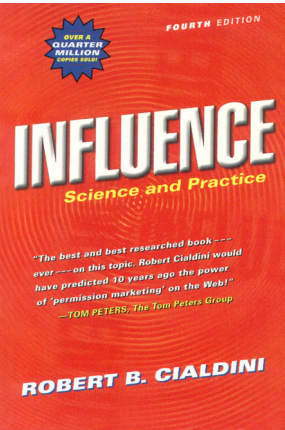
5 tips for success

- 01** Avoid opting for your default influencing style every time.
- 02** Remember to consider the relationship you have with the other person.
- 03** Create an influencing strategy by choosing from the 9 tactics.
- 04** Improve your skills by varying your style in different situations.
- 05** Remember people make decisions for their reasons, not yours.



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Books



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case

Collaborative
solutions

Inspire

Motivate

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