

# Influencing People

<https://www.coursera.org/learn/influencing-people/home/welcome>

## Week 1

This course is all about influencing people in your work environment, your direct reports, your boss or your stakeholders.

## Social Proof as an Influence Tactic

- Show that similar others are doing what you are asking of this person
- Show that others have succeeded
- Share testimonials of similar others

### Examples:

- Public voting strategies
- Benchmarking
- 4 out of 5 dentists recommend it
- Bestseller lists
- 24 out of top 25 Fortune 500 companies use our services

## Liking



- Attractive candidates received more than two and a half times the vote of unattractive ones in Canadian federal elections
- Attractive defendants are twice as likely to avoid incarceration as unattractive defendants

## Liking



- Personal appearance matters
- Draw on similarities
- Engage in dialogue prior to making requests
  - Dialogue followed by a request lead to 2.2-3.6x levels of compliance

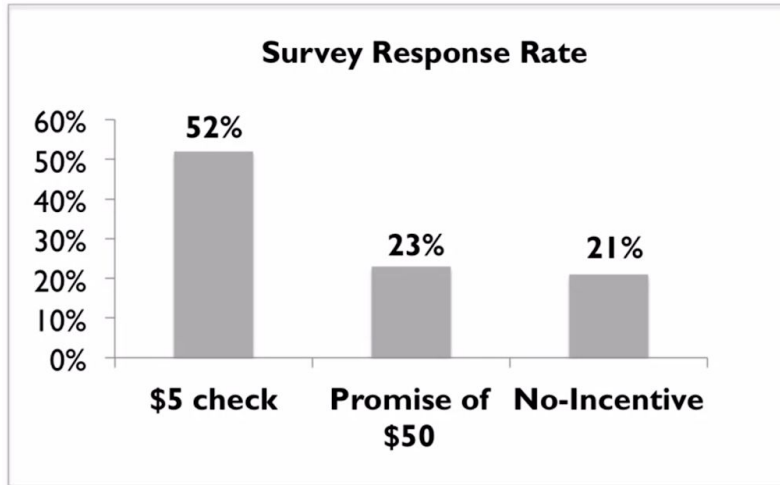
## Scarcity

A graphic illustrating scarcity. It features four overlapping text elements: a light blue banner at the top with the text "While Supplies Last", a red circle in the center with the text "BUY NOW", a grey oval to the right of the circle with the text "Limited Inventory", and a dark blue banner at the bottom with the text "Limited Time Offer".

To activate scarcity, emphasize:

- Uniqueness
- Limited quantities
- Time constraints
- Emphasize exclusive information
- Emphasize actual scarcity (e.g., "Limited time offer!")

## Reciprocity

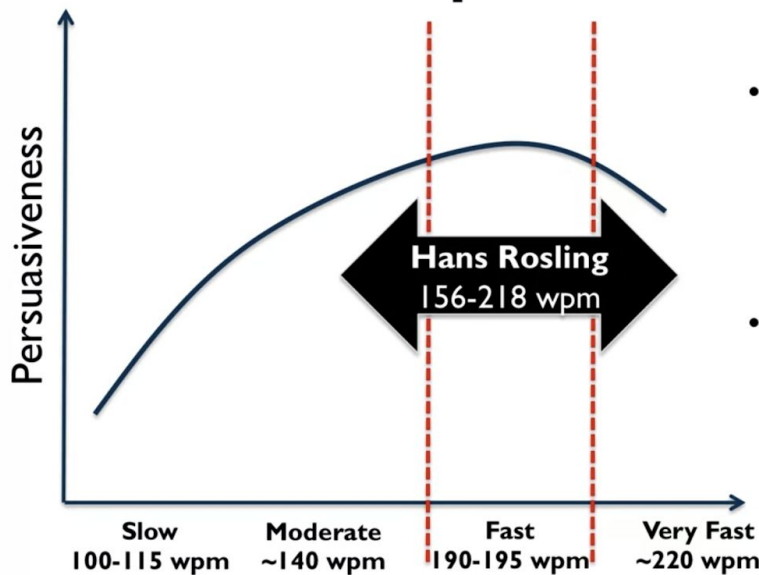


- Offer resources, help, collaboration
- Consider both social and professional resources
- If you cannot help directly, think of how your contacts can help

## Characteristics of Sticky Messages

- **Simple** to help remember
- **Unexpected** to capture attention
- **Concrete** to help understand and remember
- **Credible** so that people believe your idea
- **Emotional** so that people care about your idea
- **Stories** to make message personable, memorable, and actionable

## Pace of Speech and Influence



- At 190-195 wpm, you are perceived as more knowledgeable, more intelligent, and more objective
- At 220 wpm people fail to differentiate between weak and strong arguments.

## Other Forms of Non-Verbal Influence

- **Eye-contact** increases your likeability and credibility
- **Mirroring behaviors** lead you to be perceived as more confident and be more persuasive
- **Relaxed facial expression** (vs nervous) increase ratings of power

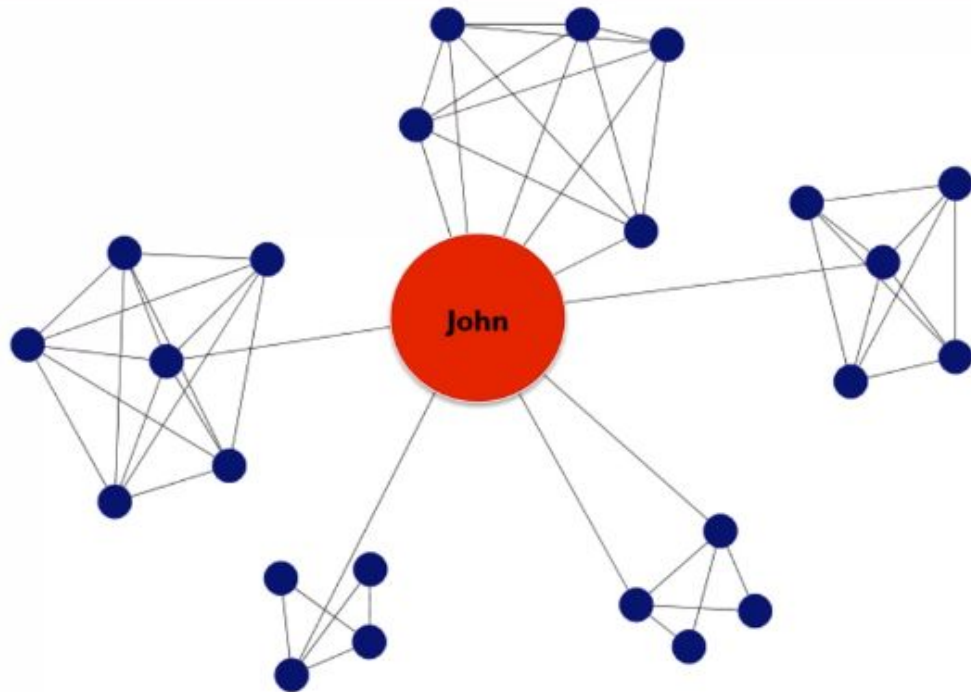


# Other Forms of Non-Verbal Influence

- **Hand gestures** lead speakers to be perceived as more competent, effective, and persuasive
  - Illustrational (e.g., pointing)
  - Positive (e.g., palms up or perpendicular to ground)
- **Firm handshake** increases your odds of being hired following a job interview







## Expand Your Network

- Identify potential for valuable relationships outside of your regular, close circle of contacts
- One lunch per week with a colleague you don't know
- Join one professional association or a sports club
- Volunteer for a non-profit

## **Building a Reputation**

- You are disadvantaged if you do not advocate for yourself and showcase your accomplishments, skills, etc.
- When you do advocate for yourself, others suspect bias and you can be perceived as arrogant and self-aggrandizing

## **Building Reputations**

**Get others (boss, colleagues, friends) to tout your abilities**

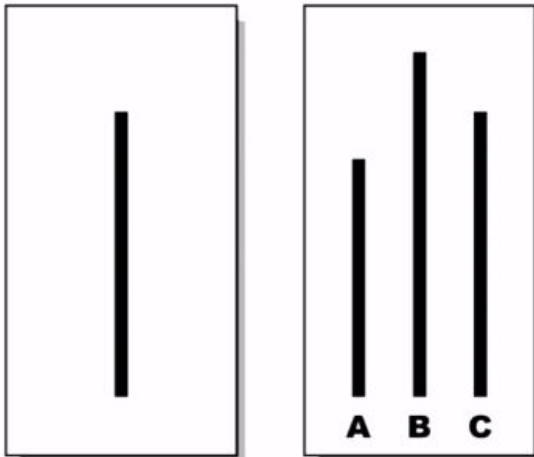


## Your Influence Toolkit

- **Social Proof** (show that similar others are doing it)
- **Authority** (use symbols of authority)
- **Availability, Framing, and Anchoring**
- **Liking, Scarcity, and Reciprocity**
- **Non-verbal influence** (body poses and gestures)
- **Time of the day**



## Social Proof and Conformity



- When comparing lines individually, participants provided correct response in more than 99% of the cases
- **Under group pressure, 76% (!) of participants gave wrong answers at least once**

## **Authority as an Influence Tactic**

- Do not underestimate the power of business attire
- Develop a reputation for being an expert
- Show that high-status people support your ideas
- Indicate your expertise (industry-specific knowledge, jargon)

