



Influence and Persuasion



MINI COURSE

WORKBOOK



Introduction

Often, we turn our attention to influencing and persuading when there's a specific goal we want to achieve, or when we want someone to do something for us. There are, of course skills that will help us to do this... which is why I've written this mini course.

Underpinning specific in-the-moment skills, though, are personal factors that will make us a person of influence, and cause others to see us as such. And these more subtle things have a big impact on our ability to influence and persuade.

In this mini workshop, we're going to look at becoming a persona of influence, as well as core techniques that will help you to take a more thoughtful, strategic and long term approach to influencing and persuading and ultimately, to get more of what you want.

Before we start, I must make one thing absolutely clear: what I'm talking about here is influencing with integrity and NOT manipulating people.

"What's the difference, Annabelle?" I hear you ask.

Well, for me its about intent: is what you're trying to influence someone into doing merely for your own benefit or is there something in it for them too? Or for the business? or for the greater good?

The straight fact is that once someone feels that you're manipulating them, they wont trust you... and that's bad news for your reputation as a human being let alone as a person of influence.

So our watchwords are 'influencing with integrity'.

With that in mind, let's make a start.



Becoming a person of influence

Before we start on any strategies or techniques, it's important that you see yourself as someone of influence.

Whilst it might seem obvious, sometimes negative thinking can cloud our judgement here. Things like "they're more experienced than me – they aren't going to listen to what I'VE got to say" can get in the way and hijack our efforts before we even start.

As with all things, the inner work comes first.

How do you want other people to see you?

What are you currently doing that leads them to think of you in this way?



*What are you currently doing that might STOP people thinking of you in this way?
(consider the feedback and responses you tend to get from people as you consider
both of these questions)*

*How might your thought patterns be getting in your way? (See the Behaviour Cycle
in the videos)*

*What do you need to do (or how do you need to think) differently in order to be seen
as a person of influence?*



Your influencing objectives

Before diving in to try to convince someone of something, it's important to consider what you want, exactly... and why....

What exactly are you trying to achieve?

Why?

What are your short, mid and long term objectives?



What's the current situation?

Who are you trying to influence?



Know who you're influencing

Understanding where the other person is coming from is crucial to successful influencing and persuading, and it means taking our focus off our own agenda for a moment to REALLY try to understand them.

Who is involved, and to what extent are they on board with what you want to do?

What are their values, priorities and concerns? What motivates them?

How do they tend to express themselves (Eg 'they focus on detail' or 'they talk a lot about values' or 'they seem to be people-focused')



Your influencing strategy

Being clear about what exactly you're trying to achieve and who you're trying to convince will underpin your strategy. ONLY when you've considered those first two factors will your influencing approach be anything more than a stab in the dark.

Building on what you've already thought through, then...

How do the people you want to influence see you?

How can you position yourself further as a person of influence with them?

How can you 'blend the agenda' and express what you want in their 'language'?

What's in it for them...really?



Communicating to influence

Once you've decided on an approach it's important to look out for signs that you're actually getting through to them....or not. If you ARE – great. Keep going. If you aren't you'll need to spot the signs and change your approach.

How can you tell that they're buying in to your offer / idea / approach?

What signs might you see that they AREN'T buying in? How will you change your approach in the moment?



And finally...

Remember that we are all of us influencing others all of the time, whether we're aware of it or not. It's not just a matter of 'switching it on' when we want something done. Focus inwards on being a person of influence first..then outwards on the person or people you're influencing and on the thing you want to achieve.

To your success!

Annabelle