

Key Points: Influencing

What does it mean to influence?

To affect or change how something develops or how someone thinks, feels or behaves, without necessarily having the power to do so.

Can be intentional or unintentional!

We can influence:

- Colleagues
- Clients
- Prospects
- Other third parties

Factors affecting your ability to influence

Three types:

1. Personal (eg. beliefs and values, emotions, needs and desires)
2. Social (eg. authority, social proof, relationships, reciprocity)
3. Situational / contextual (eg. timing, environment, scarcity / urgency)

Understanding the needs of both or all parties (what's in it for them?)

Recognising different personality types (eg. Merrill and Reid social styles: driver, analyser, amiable, expressive)

- Drivers are assertive, task-focused leaders who prioritize results and action.
- Analytical types are detail-oriented, logical thinkers who value accuracy and data.
- Amiable individuals are relationship-focused, cooperative, and seek harmony and approval.
- Expressive people are enthusiastic, spontaneous, and enjoy socializing, creativity, and being around others.

The 5 Cs

1. Credibility (expertise and knowledge, clarity and brevity in communication)
2. Confidence (trust in self, non-verbal, positive self-talk)
3. Composure (stay poised under pressure, consider controllable / non-controllable, plan for dealing with stressful situations)
4. Connection (be present in moment, empathy, be interested)
5. Charisma (passionate – invest in message, invest in audience)

Influencing framework

- Situation
- Facts and feelings
- Needs / changes
- Benefits / consequences
- Support / checkpoint