

Growing your influence

60 minute session for IOSH Staffordshire
27 April 2022

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What you signed up for ...

When you make others feel important, your influence goes a long way.

Everyone wants to be liked, loved and accepted. When you fulfil that need for others, you are perceived as being influential. Become genuinely interested in other people.

Presenter: Iain Smith - Executive Coach/Mentor

Iain will take us through the benefits and key skills we can use to grow our influence with key stakeholders.

What we will do to meet that expectation

- Hello
- Overview of the 60 mins...a series of short sessions:
 - 1a. Why are each of us here? (our end in mind)
 - 1b. Who do we want to influence?
 2. You cannot influence unless you can communicate
 3. The 6 laws of influence
 4. So what? What action will you take?
- This is quickfire - if you follow WWA ... I'll send you some links on these topics

Session 1: Intro

Sessions:

- 1a. Why are each of us here? (our end in mind)
- 1b. Who do we want to influence?

Exercise in breakouts of 3 or 4. Lasting 5 mins max.

Once in the room each of you say:

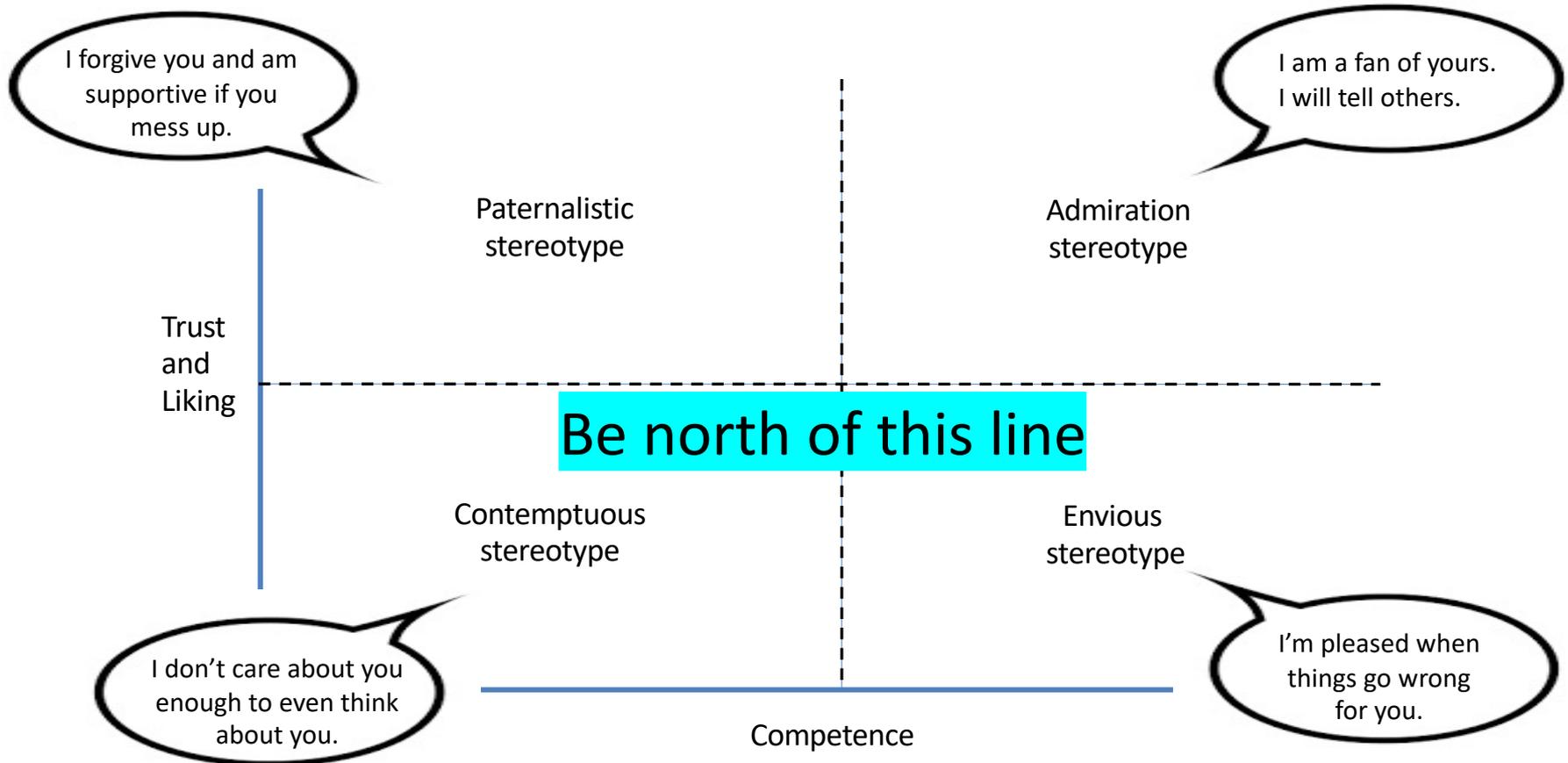
1. Quick hello: Who? Job? Where?...10 seconds
2. What do you want to get out of this? ... 25 seconds
3. Name (to yourself perhaps) a couple of people that you would like to influence ...25 seconds

- Make sure everyone does this
- Be ready to put this into chat
- See you in 5 minutes

Session 2: You cannot influence unless you can communicate

- A. Be liked
- B. Show you like them
- C. The 4 main comms styles

2a. Be liked

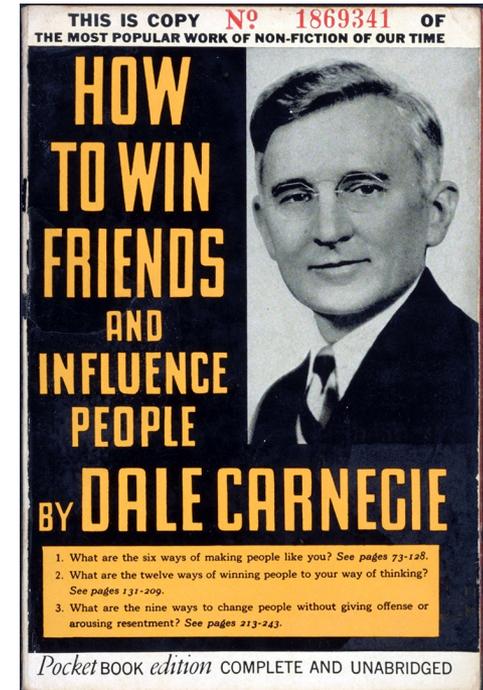


Reference: Fiske, Cuddy, Glick

2b. How?

1. Become genuinely interested in other people
2. Smile
3. Remember that a person's name is, to that person, the sweetest and most important sound in any language
4. Be a good listener. Encourage others to talk about themselves
5. Talk in terms of the other person's interest
6. Make the other person feel important - and do it sincerely

Is you you? Could you do this?



Dale Carnegie 1936 -
sold 15 million

The essence of the how?

Everyone wants to be understood

How do we feel when we aren't able to say what we want?

2 ears one mouth

S. U. I.

Seek to understand before you seek to be understood

Always let the other person talk first!

3. Communicate in the way they want you to

4 main styles

There are many versions of this

The essence is to:

- Know yours
- Know theirs
- Adjust yours to theirs

The 4 styles - shown as colours

Good day



bad day



**Which are you?
Which are they?**

Reference: brightsideinspiration.com

Dos and don'ts for each

To have the most impact with those with blue energy - do:

- Be punctual, well prepared and thorough
- Follow up in writing
- Let them consider the details of what you are saying

It's important to remember what not to do as well - don't:

- Go off topic, take the conversation into the weeds
- Invade personal space, esp. if you don't know me well
- Ignore or dismiss important issues that they raise, just because they are not important to you

To have the most impact with those with green energy - do:

- Be patient and supportive
- Allow me to work at my pace
- Ask me for my opinion and allow me time and space to answer

It's important to remember what not to do as well - don't:

- Overload me, just because I am helpful
- Put me in a position where I have to make quick decisions
- Surprise me

To have the most impact with those with red energy - do:

- Be direct and to the point
- Put the focus on outcomes and objectives
- "Be brief, be bright, be gone"

It's important to remember what not to do as well - don't:

- Hesitate or overtalk
- Focus on feelings
- Try to take control of the conversation

To have the most impact with those with yellow energy - do:

- Include the individual in decision making process
- Be open and flexible
- Be fun and interesting in your approach

It's important to remember what not to do as well - don't:

- Be boring and overload the individual with too many details
- Stifle my creativity
- Ignore me

It is hard to adjust your style - so practice

A bit more how

Covey talks about the Emotional Bank Account

We have one account with each person we know

These can be in credit or overdrawn

It is our actions that have created this Emotional Bank Balance

We can add to this by actions from now on

Questions: Think of some one you are in credit with
Overdrawn with
Think of someone who is in credit with you
Overdrawn with you

Now: Think of the people you want to influence
...what would be a deposit for them?

Session 3: The 6 laws of influence

We use these short cuts to make decisions

Marketers use these “tools of persuasion” to tap into how we are wired

We can use them too

Influence is win win

Reference: Cialdini

Want are they?

- **Reciprocation** ... if someone does us a favour we are wired to reciprocate...and vice versa
- **Liking** ... people buy people... we do business with people we like
- **Social Proof** ... we tend to short cut our decision making, by doing what other people do
- **Consistency** ... once we have taken a position, we tend to remain consistent with that...and keep walking down that path
- **Authority** ... we listen to authority figures (in uniform or highly expert)
- **Scarcity** ... we tend to desire something that is less available (this last one plays to all sorts of cod sales tactics ...and is the one I hardly use.)

Which of these could you use?

Finally... a call to action

4. As a result of a soft skills session like this:

What percentage of people actually do something?

- a. Over 80%
- b. Between 50% and 80%
- c. Between 20% and 50%
- d. Less than 20%



5%

So we need some
mitigation

What one thing are you going to do as a
result of this session

Put it in the chat now!

And ...

If you want that stuff find
workplacewellbeingacademy
on LinkedIn ... and follow us, please.