Influencing

Strategies to influence
Eight Influence Tactics

- Logical Persuading
  - Using logic/rational thinking to persuade others.

- Legitimizing
  - Referring to a higher authority or someone with greater expertise.

- Exchanging
  - A form of informal bargaining – giving something of value in return for cooperation.

- Stating
  - Saying what you think assertively and asking for what you want directly and with confidence.
Eight Influence Tactics, continued

- **Personal Appeal**
  - Asking (friends) for favors or assistance.

- **Consulting**
  - Presenting an idea or a problem and asking for someone’s input.

- **Appealing to Values**
  - A way to inspire others by showing how your request is important or consistent with what they consider challenging, exciting or morally right.

- **Alliance Building**
  - Building a group of supports who can help you influence others.
Reciprocity at the center of exchange based influencing

- Assume all are potential allies
- Clarify own goals
- Give and take
- Understand the world of the other
- Identify currencies
- Deal with the relationship
- Give and take
Look for …

- Typical early supporters
- Positive critics
- Those holding informal power
- Those with social capital
- Those that are emotionally intelligent
Tips on Influence

- Give yourself choices in terms of the approaches you use
- Influence is a process, not an event
- What works in one situation may not work in another or again with that same person in a different situation
- When you attempt to influence someone, they have the right to try to influence you in return
- People usually respond well to the influence approaches they use themselves
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