

Influencing Skills

All people differ and each person is a unique individual. To be effective we need to value ourselves others. Most people behave and act in a manner that they believe will help them achieve their goals. We must recognise that success and achievement thrives in a mutually supportive environment. All of us can grow and the majority of individuals strive for growth.

Positive Influence

With positive influencing we can help bring about the right atmosphere. Influence is the application of personal power to bring about a change in others. It can also make a difference to the situation in a way that would build or maintain the long-term relationship. Influencing can focus on the task or the relationship. For it to be effective it is a two-way process. The influencer should always be open to influence in return. The situation is taken into account and its foundation is basic integrity.

Communication

When we start influencing we need to be sure of our objective or reason for influencing. Is the communication clear and to the right people?

Acceptance

For the influence to be truly effective you need to get acceptance. What type of acceptance do you need is it compliance or commitment? Do I spend too long getting commitment when compliance is enough? Do I only get compliance when I really need commitment? What level of acceptance do I get and is it what I need?

Action

What action do I need? How will I know when it's been done? Is there a way I can measure the change? Is there a delivery date or deadline I need to meet?

Styles of Influencing

When we influence we can use 2 types of energy, either **pull** or **push**. In **pull** we let the other person take charge of the space and we mirror. We reflect, question and disclose to ensure we stay on the other person's agenda. The main need is to play down your own energy and match it to the needs of the other person. In **push**, we take charge and match the needs of the situation. To do this you need to use pitch and emphasis and your body language matches the needs of the situation and your own need to take control. High

energy non-verbals and vocal presence will ensure high influence provided they are not overdone.

Push Styles

Challenging

Increasing the awareness of another individual through feedback or probing in order to help them move forward.

Prescribing

Offer advice, recommendations or instructions. This is based on your expertise and knowledge. The power of your conviction.

Pull Styles

Empathising

Being fully present for others in order to understand their ideas, opinions and feelings, and to demonstrate actively that you have done so.

Disclosing

Disclosing is the offering of relevant facts, thoughts and feelings that you believe will be useful to the other person.

Visioning - mixes push and pull

Creating a sense of excitement in the other person through creating an attractive picture of some future situation.

If we influence in the correct manner our relationships will improve and our communication will be more effective. True influencing is about working together and getting the action you require. Do not confuse it with manipulation, which again will get the action you require but in a shrewd and devious manner.

