

Building Influence – How to Influence People

Course Objectives

Explain What is Influence

Explain Why We should Influence People

Describe the Principles of Influence

Describe the Strategies of Influencing People

Explain the Role of Communication to Build Influence

Explain the Role of Active Listening to Build Influence

Explain the Role of Body Language to Build Influence

Describe How to Influence People

Explain How to Control the Actions & Attitudes of Others

Explain the Relation between Influence and Self

Explain How to Influence Different Personalities

List the Tips for Influencing People

Introduction

Look at the images of people given below.



Mahatma Gandhi

Adolf Hitler

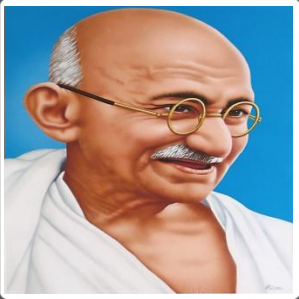
Osho

Michael Jackson

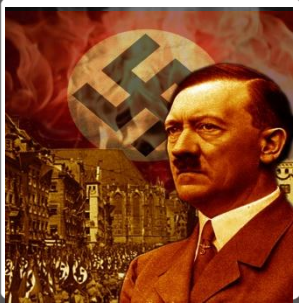
What do you think is common among all of them?

They are all famous and were highly influential in their respective fields.

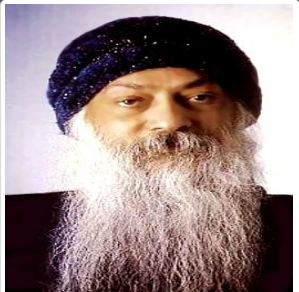
Introduction



Mahatma Gandhi influenced an entire nation to follow the path of non-violence and gain its freedom.



On the other hand, Adolf Hitler influenced an entire nation to fulfill his fanatic ambitions.

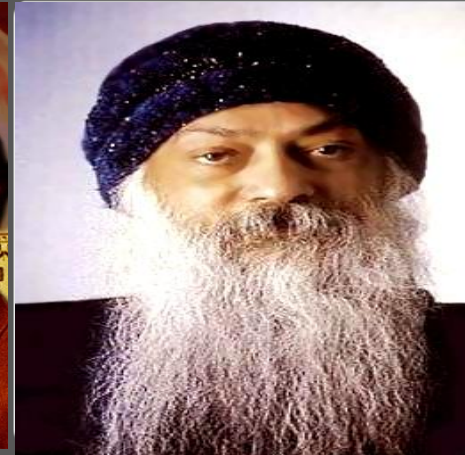
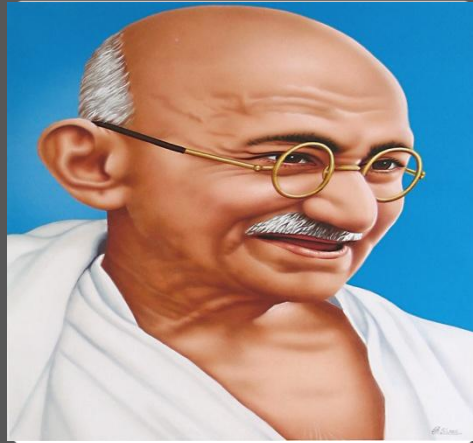


Osho influenced people across the world to follow his ideologies and created a throng of his followers across the globe.



Michael Jackson was known as the 'King of Pop' and influenced people, young and old across the globe to create a fan following that not only adored him but also tried to emulate his dressing, dance style and fashion.

Introduction



Mahatma Gandhi

Adolf Hitler

Osho

Michael Jackson

▶ So, you can see that having influence on people is one of the key traits of becoming a leader and being successful in any field, whether it is politics, music, business etc.

▶ Hence, it is important that you should know how to influence people.

▶ Let us learn about how you can influence people in detail.

Objective

Explain What is Influence

Explain Why We should Influence People

Describe the Principles of Influence

Describe the Strategies of Influencing People

Explain the Role of Communication to Build Influence

Explain the Role of Active Listening to Build Influence

Explain the Role of Body Language to Build Influence

Describe How to Influence People

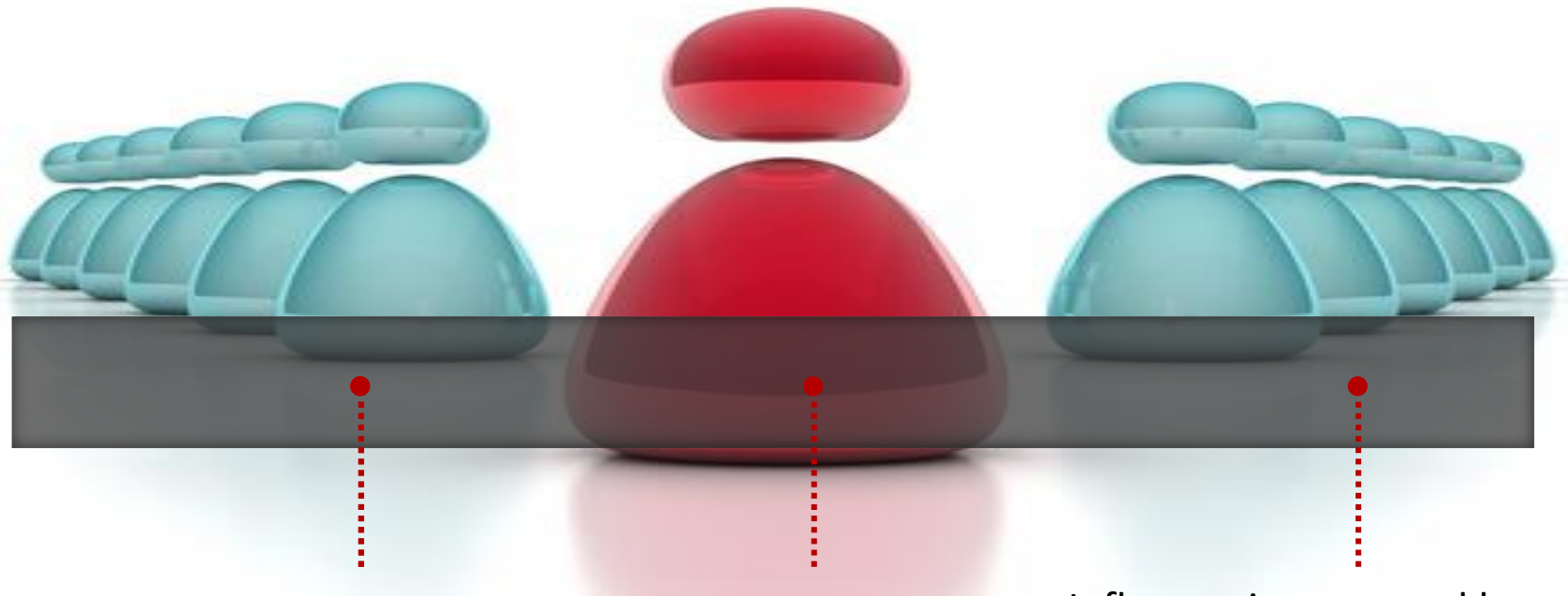
Explain How to Control the Actions & Attitudes of Others

Explain the Relation between Influence and Self

Explain How to Influence Different Personalities

List the Tips for Influencing People

What is Influence?



Influence is how you inspire others to take action.

Influence measures what others do for you

Influence is measured based on two metrics:

- **Ability to inspire action:** following, likes, allies
- **Outreach:** Generosity, rewards actions, interaction with others

Objective

Explain What is Influence

Explain Why We should Influence People

Describe the Principles of Influence

Describe the Strategies of Influencing People

Explain the Role of Communication to Build Influence

Explain the Role of Active Listening to Build Influence

Explain the Role of Body Language to Build Influence

Describe How to Influence People

Explain How to Control the Actions & Attitudes of Others

Explain the Relation between Influence and Self

Explain How to Influence Different Personalities

List the Tips for Influencing People

Why Influence People?

Influencing people can be beneficial to you in several ways such as:

It helps to deal with people so that they feel important and appreciated.

It helps to handle people without making them feel manipulated.

It helps you to make someone want to do what you want them to.


It helps in arousing a want to follow you and your instructions in others.

It will help you to learn how to make people like you.

It can help you to win people over to your way of thinking.

It helps to change people without causing offense or arousing resentment.

Influence and Success



One of the key traits of a successful person in professional as well as personal front is one who can influence people. Influencing people helps you to lead the people to your way of thinking and helps to prevent unnecessary conflicts and resentments.

There is a very strong linear relationship between success and influence.

Influence and Success

As per a scientific study carried out on several people, it has been found that, when you learn to influence people and learn how to deal with other people, then:

- 1
 - 2
- You will have 85% success in business

- You will have 99% of personal happiness

What is Ego?



Understanding the human 'ego' is crucial when you want to learn to build influence and handle people.

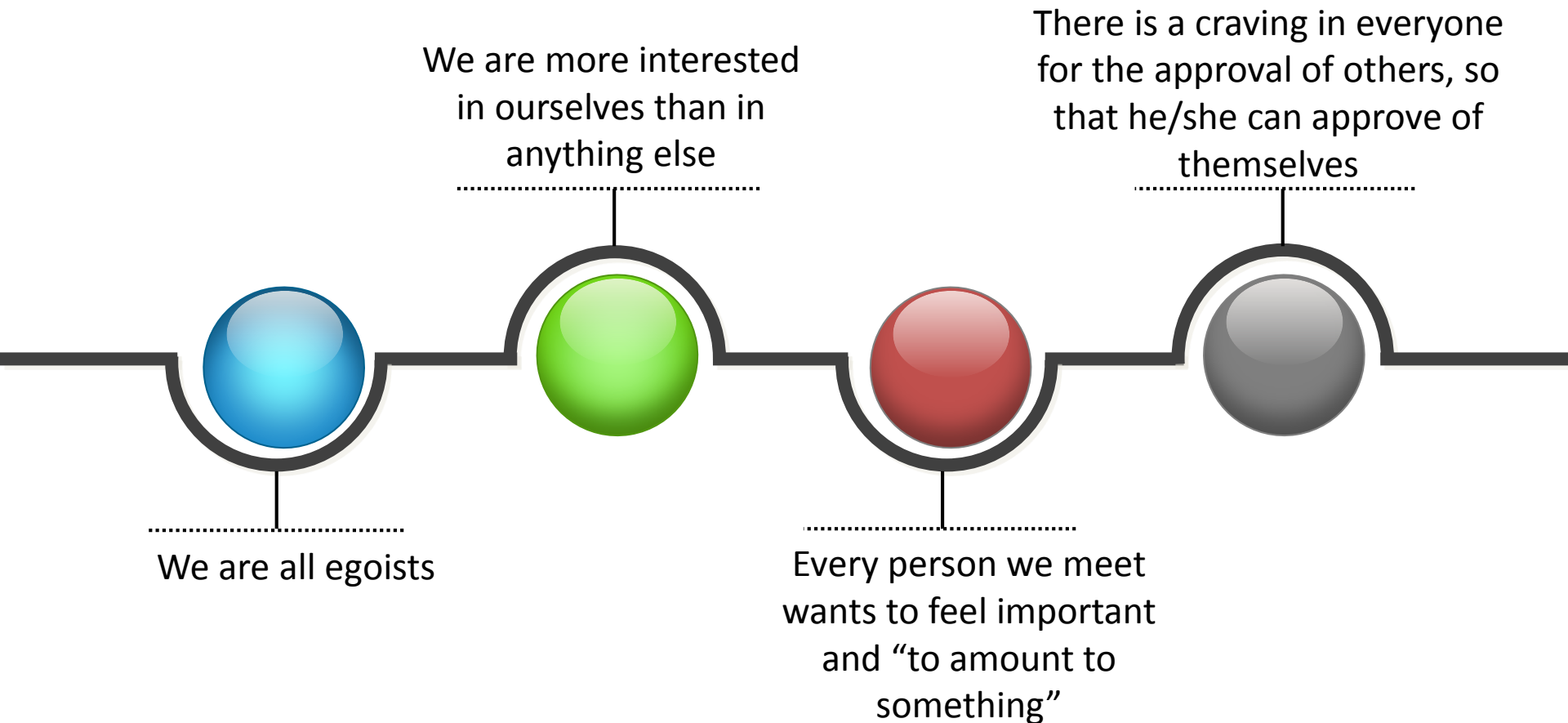
According to Edward Bok, 'What the world calls ego and conceit is really a 'divine spark' planted in man, and that only those who have 'lighted the divine spark within them' ever accomplish great things.'

Every human being is a special, individual personality, and the most powerful drive in any person is to defend his human dignity and demand respect.

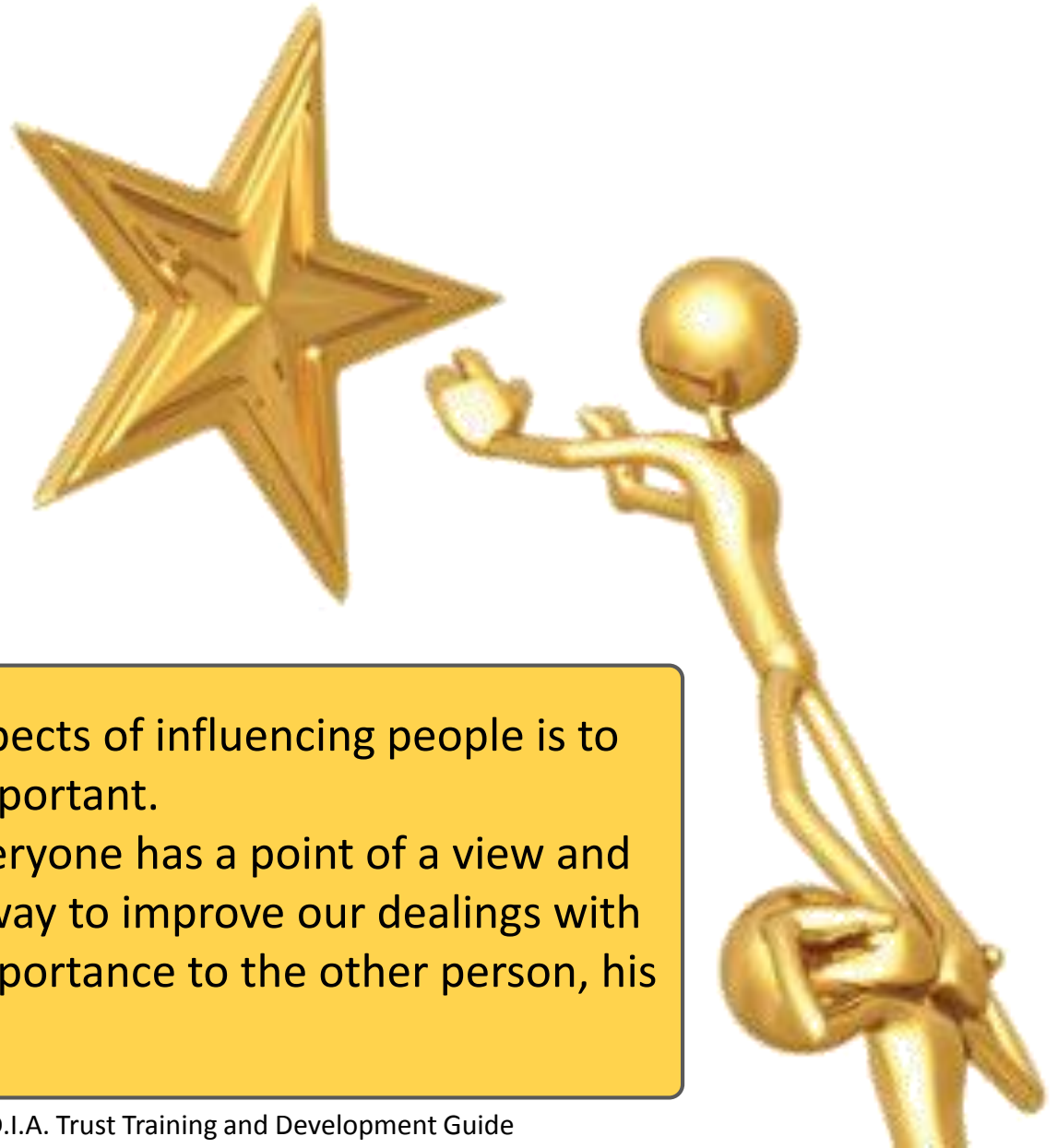
Ego is more powerful than armies and prison camps; every effort that has been made to deprive individuals of this worth has failed.

Facts about the Human Ego

The following are a few important facts about the human ego:



Make People Feel Important to Influence Them



One of the most important aspects of influencing people is to first of all make people feel important. You should remember that everyone has a point of a view and an ego in them. The quickest way to improve our dealings with people is to begin by giving importance to the other person, his feelings, his opinions etc.

Ways to Make Others Feel Important

The various ways in which you can make a person feel important are as follows:



Think other people are important

Notice people

Don't compete with people

Know when to correct others

Let us look at each in detail.

Ways to Make Others Feel Important



Think other people are important



Think other people are important:

- The first rule is simply to convince our self once and for all that others are important.

Ways to Make Others Feel Important



Notice people

Notice people:

- We should notice each and every person. When we notice someone they feel their importance is being recognized and their morale is boosted.



Ways to Make Others Feel Important



Don't compete with people

Don't compete with people:

- Everyone wants to feel important and to feel that others recognize their importance.
- If we want to make a good impression on others, the most effective way is to let them know we are impressed by them



Ways to Make Others Feel Important



Know when to correct others



Know when to correct others:

- ‘Don’t try to win all the little battles’ if nothing is involved except the other person’s ego.

Objective

Explain What is Influence

Explain Why We should Influence People

Describe the Principles of Influence

Describe the Strategies of Influencing People

Explain the Role of Communication to Build Influence

Explain the Role of Active Listening to Build Influence

Explain the Role of Body Language to Build Influence

Describe How to Influence People

Explain How to Control the Actions & Attitudes of Others

Explain the Relation between Influence and Self

Explain How to Influence Different Personalities

List the Tips for Influencing People

Principles of Influence

The following are the key principles of influencing people:



Let's look at each in detail.

Principles of Influence



Commitment and Consistency:

Until a person is committed, there is hesitancy, the chance to draw back and always ineffectiveness.

Also, consistency is important because repetition of the same thought or physical action develops into a habit which, repeated frequently enough, becomes an automatic reflex.

The commitment and consistency rule states that once we make a decision, we will experience pressure from others and ourselves to behave consistently with that decision. As per this principle, a person can be pressured into making either good or bad decisions depending on his commitment and consistency of behavior.

Principles of Influence



Reciprocation:

Reciprocation is important in order to influence others because when you give yourself, you receive more than you give. This is because trying to get without first giving is as fruitless as trying to reap without having sown.

When the requester first presents the other person with an initial favor or initial concession, the requester will have enlisted a powerful ally in the campaign for compliance. People generally succumb to the reciprocity rule and comply with the requester's wish. The rule of reciprocation states that humans have an inherent desire to return favors. By doing a favor you can influence a person to return the favor in the form of buying your products or services.

Principles of Influence



Scarcity:

The principle of scarcity states that we are more easily persuaded when the resource is limited. The primary reason scarcity is so effective for influencing people is that generally we are more motivated by loss than gain. Scarcity implies rarity, high quality, and high demand, all influences that increase our demand for the resource. You can adapt the same scarcity principle in everyday conversations for influencing people. Tell the person there is “limited time”, “a rare opportunity”, or “high demand because it's popular”. Scarcity phrases appeal to both the left and right brain functions because they are verbal and mathematical numbers (left brain) but also contextual and focus on the future (right brain).

Principles of Influence



Authority:

Authority plays a major role in influencing people. However, you should remember that you don't have to hold a position in order to be a leader. The principle of authority states that we are more easily persuaded by those with authority. There are symbols of authority you can use to increase your authority and influential power. The three typical symbols of authority are title, clothing, and perceivable wealth. Title can be the occupation's prefix like “doctor” and “professor”. The second symbol of authority is clothing which consists of all the clothing a person wears. Lastly, perceivable wealth can consist of the respective person's house, jewelry, business, and any other wealth the person being influenced can see.

Principles of Influence



Liking:

An important principle of influencing people is that leadership comes through respect and a large part of respect comes from liking someone. This is because each man is led by his own liking. The principle of liking says that people will say “yes” more often to those they like. If there was a situation of choosing who would likely follow your request between a complete stranger versus a friend, you can be very confident in knowing your friend is more likely to comply with your request than the stranger. There are six principles of liking: physical attractiveness, familiarity, compliments, association, cooperation, and similarity.

Principles of Influence



Social Proof:

You should remember that men are like sheep, of which a flock is more easily driven than a single one.

The sixth principle of influence, social proof, states that people look to others and follow what they are doing. Hence, in order to influence people, it is better to create an impression and influence a mass of people to follow you, which leads the other people to follow you automatically.

Objective

Explain What is Influence

Explain Why We should Influence People

Describe the Principles of Influence

Describe the Strategies of Influencing People

Explain the Role of Communication to Build Influence

Explain the Role of Active Listening to Build Influence

Explain the Role of Body Language to Build Influence

Describe How to Influence People

Explain How to Control the Actions & Attitudes of Others

Explain the Relation between Influence and Self

Explain How to Influence Different Personalities

List the Tips for Influencing People

Strategies of Influencing People

When trying to impress people with words, the more you say, the more common you appear, and the less in control.

Say Less than Necessary

Reputation is the cornerstone of influence and through reputation you can intimidate and win.

Guard Your Reputation

Always Capture Attention

Stand out and be conspicuous, at all cost. Make yourself a magnet of attention by appearing larger, more colorful, and more mysterious.

Make Other People Come to You

When you make the other person to come to you, you are the one in control.

Win through Actions and Not Argument

It is much more influential to get others to agree with you through your actions, without saying a word. Demonstrate, do not explicate.

Strategies of Influencing People

To maintain your influence, you must always be needed and wanted. The more you are relied on, the more influence you have.

Keep People Dependent on You

Influence people by showing them what lies in it for their benefit and emphasize it out of proportion.

Appeal to People's Self-Interest

The more you are seen and heard from, the more common you appear. You must learn when to leave.

Create value
Through scarcity.

Use Scarcity

Never Isolate Yourself

Isolating yourself cuts you off from valuable information and makes you conspicuous and an easy target. Circulate among people, find allies and mingle.

Never Offend Anyone

Everyone will not react to your strategies in the same way. Never offend or deceive anyone.

Strategies of Influencing People

When you are weaker, never fight for honor's sake; choose surrender instead.

Use the Surrender Tactic

Conserve your forces and energies by keeping them concentrated at their strongest point.

Concentrate Your Forces

Re-create yourself by forging a new identity, one that commands attention and never bores the audience.

Be the master of your own image.

Re-Create Yourself

Use People's Need to Believe

People have an overwhelming desire to believe. Become the focal point of such desire by offering them a cause, a new faith to follow.

Keep Your Hands Clean

You must seem an ideal role model of civility and efficiency.

Strategies of Influencing People

Enter any action with boldness. Everyone admires the bold; no one honors the timid.

Enter Action with Boldness

By planning to the end you will not be overwhelmed by circumstances and you will know when to stop.

Plan till the End

Your actions must seem natural and executed with ease.

Make your Accomplishments Seem Effortless

Control the Options

Give people options that come out in your favor whichever one they choose.

Play to People's Fantasies

Never appeal to truth and reality but tap into the fantasies of the masses.

Strategies of Influencing People

Everyone has a weakness and you can turn this weakness to your advantage.

Discover Each Man's Weaknesses

The way you carry yourself will often determine how influential you are and how you are treated.

Create Your Image through Attire

Never seem to be in a hurry – hurrying betrays a lack of control over yourself and over time.

Master the Art of Timing

Merge with Others

Influence people by blending in with them and nurturing the common touch of the group.

Stay Calm

Anger and emotion are strategically counterproductive. You must always stay calm and objective.

Strategies of Influencing People

Influence and impress the leader of the group and the rest of the group will be influenced automatically.

Strike the Leader and Herd will Follow

You must seduce others into wanting to move in your direction by operating on their individual psychologies and weaknesses.

Work on Hearts & Minds of Others

It is smart to occasionally display defects, and admit to harmless vices, in order to deflect envy and appear more human & approachable.

Never Appear too Perfect

Use the Mirror Effect

You can influence people by using the mirror effect. By holding up a mirror to their psyches, you seduce them with the illusion that you share their values.

Reform Slowly

People are creatures of habit. Make gentle improvements slowly.

Objective

Explain What is Influence

Explain Why We should Influence People

Describe the Principles of Influence

Describe the Strategies of Influencing People

Explain the Role of Communication to Build Influence

Explain the Role of Active Listening to Build Influence

Explain the Role of Body Language to Build Influence

Describe How to Influence People

Explain How to Control the Actions & Attitudes of Others

Explain the Relation between Influence and Self

Explain How to Influence Different Personalities

List the Tips for Influencing People

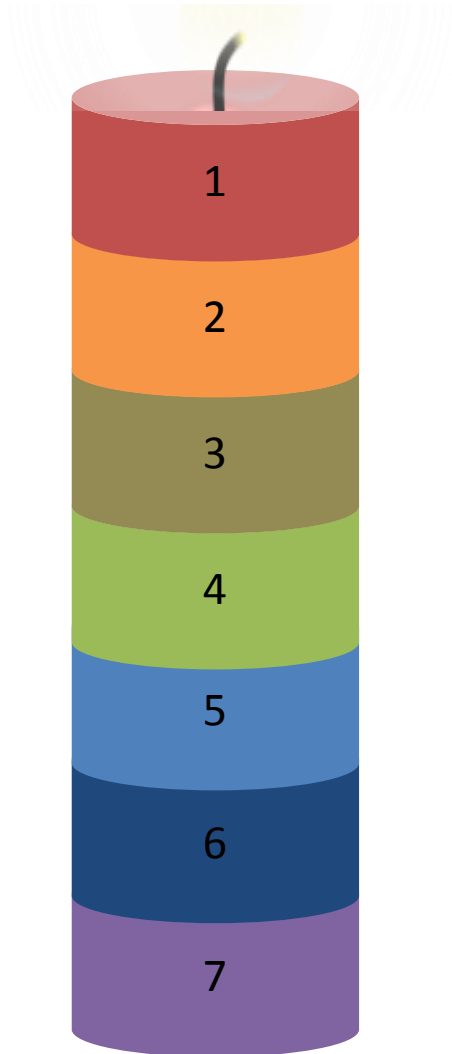
Communication and Influence

Effective Communication is important to influence people because:

- It is about how information is sent and received between people
- It is crucial for working successfully with others
- It enables to maintain relationships
- It allows to accomplish tasks while working with both individuals and groups
- It motivates
- It helps to overcome obstacles
- It creates a comfortable, trustful and psychologically safe feeling

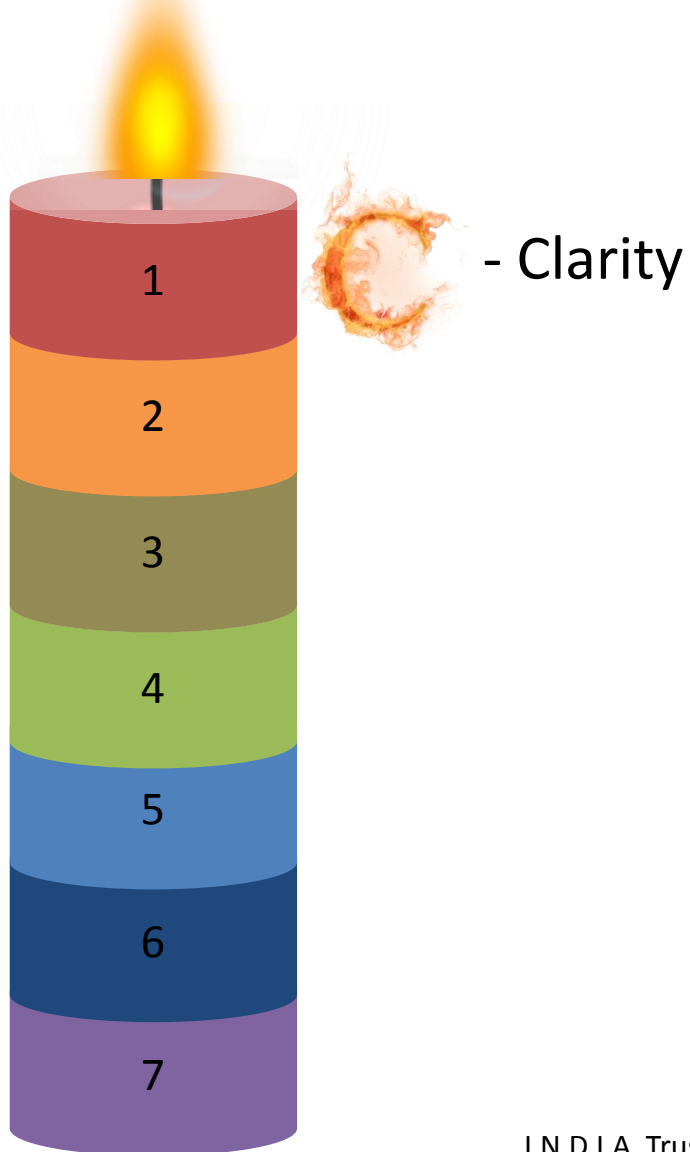
7Cs for Effective Communication

Guidelines for Effective Communication



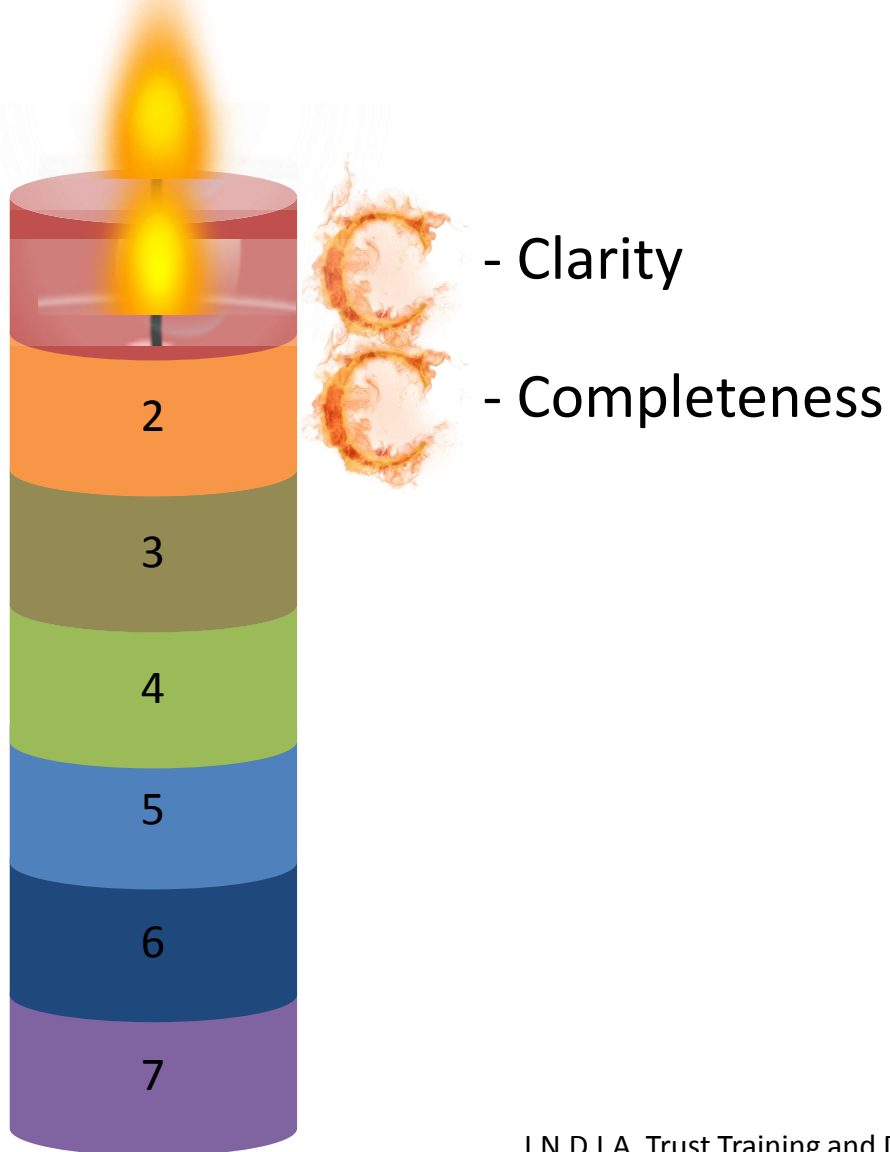
7Cs for Effective Communication

Guidelines for Effective Communication



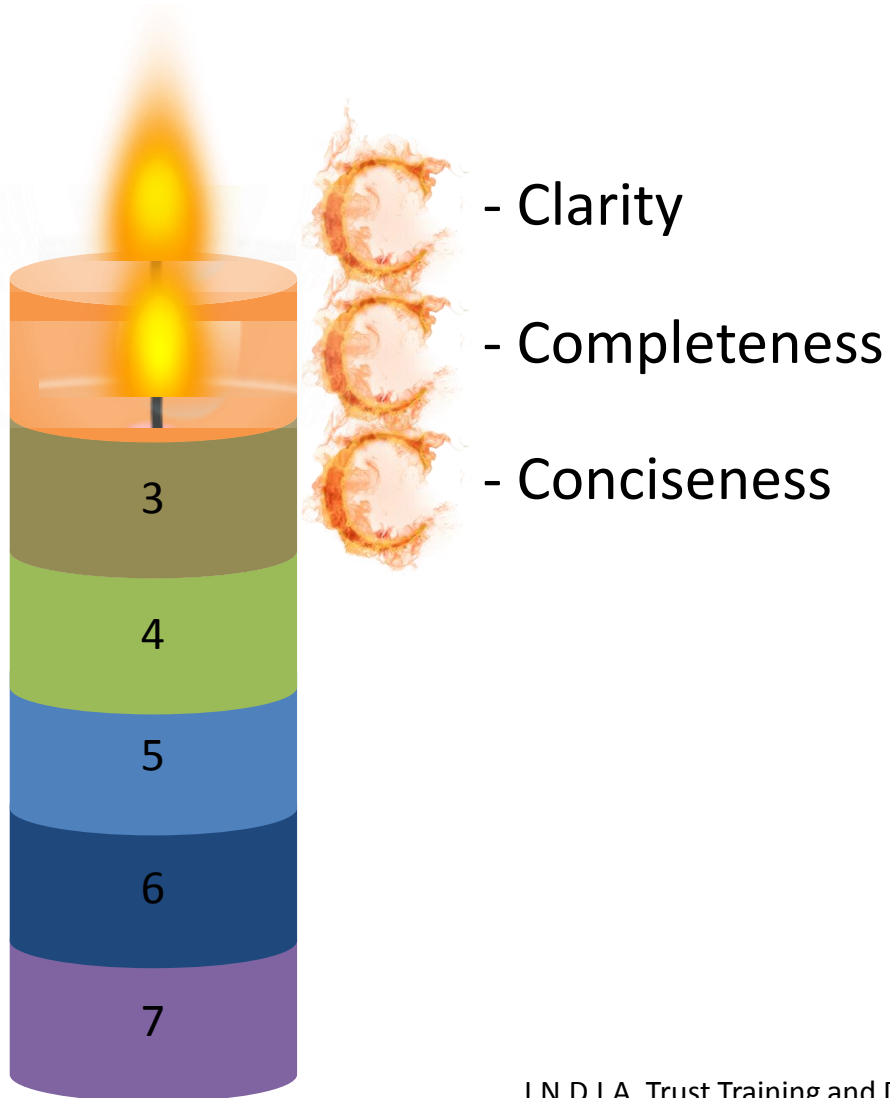
7Cs for Effective Communication

Guidelines for Effective Communication



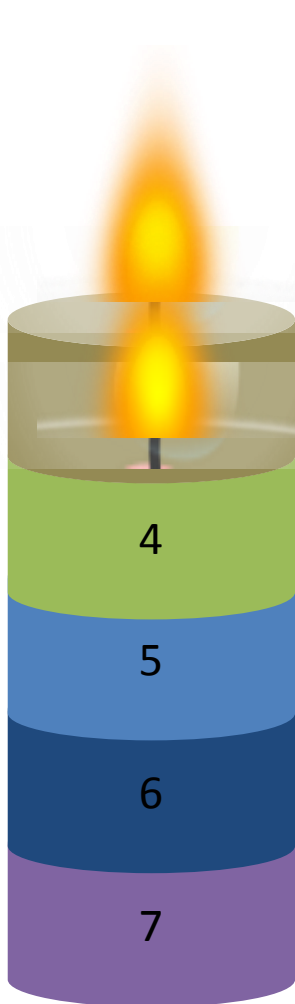
7Cs for Effective Communication

Guidelines for Effective Communication



7Cs for Effective Communication

Guidelines for Effective Communication



- Clarity

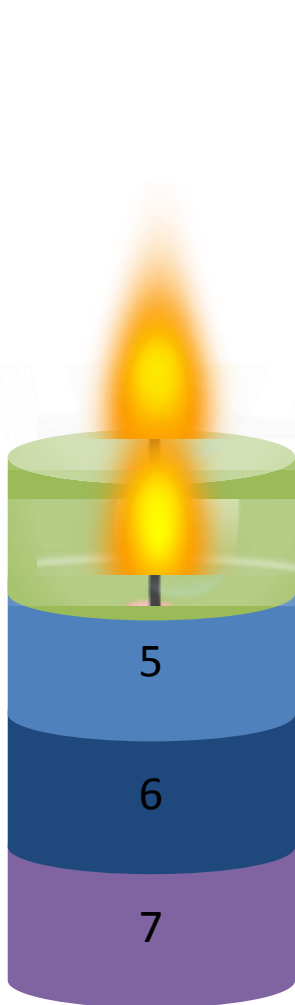
- Completeness

- Conciseness

- Consideration (The 'You' Attitude)

7Cs for Effective Communication

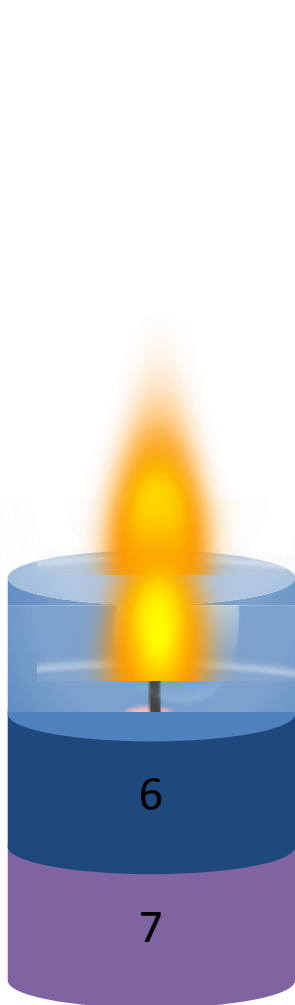
Guidelines for Effective Communication



- Clarity
- Completeness
- Conciseness
- Consideration (The 'You' Attitude)
- Correctness (Accuracy)

7Cs for Effective Communication

Guidelines for Effective Communication



- Clarity

- Completeness

- Conciseness

- Consideration (The 'You' Attitude)

- Correctness (Accuracy)

- Concreteness

7Cs for Effective Communication

Guidelines for Effective Communication



- Clarity
- Completeness
- Conciseness
- Consideration (The 'You' Attitude)
- Correctness (Accuracy)
- Concreteness
- Courtesy

Barriers of Effective Communication



Inaccurate Interpretation:
Ignoring or misunderstanding non-verbal signals or implicit messages

Selective Perception:
Selecting only certain elements from a message, hearing an expected message

Linguistic Impact on Language:
Style, tone, speed

Semantics:
Different perceptions, meanings that different people attach to the same word

Barriers of Effective Communication



Physical:

Tiredness, hearing, sight or speech problems , environment, technical problems, grammar, spelling, punctuation and sentence structure

Emotional & Psychological:

Expressing emotions, being defensive, negative, assertive, conflict religion, politics and values, personality, experiences, lack of confidence

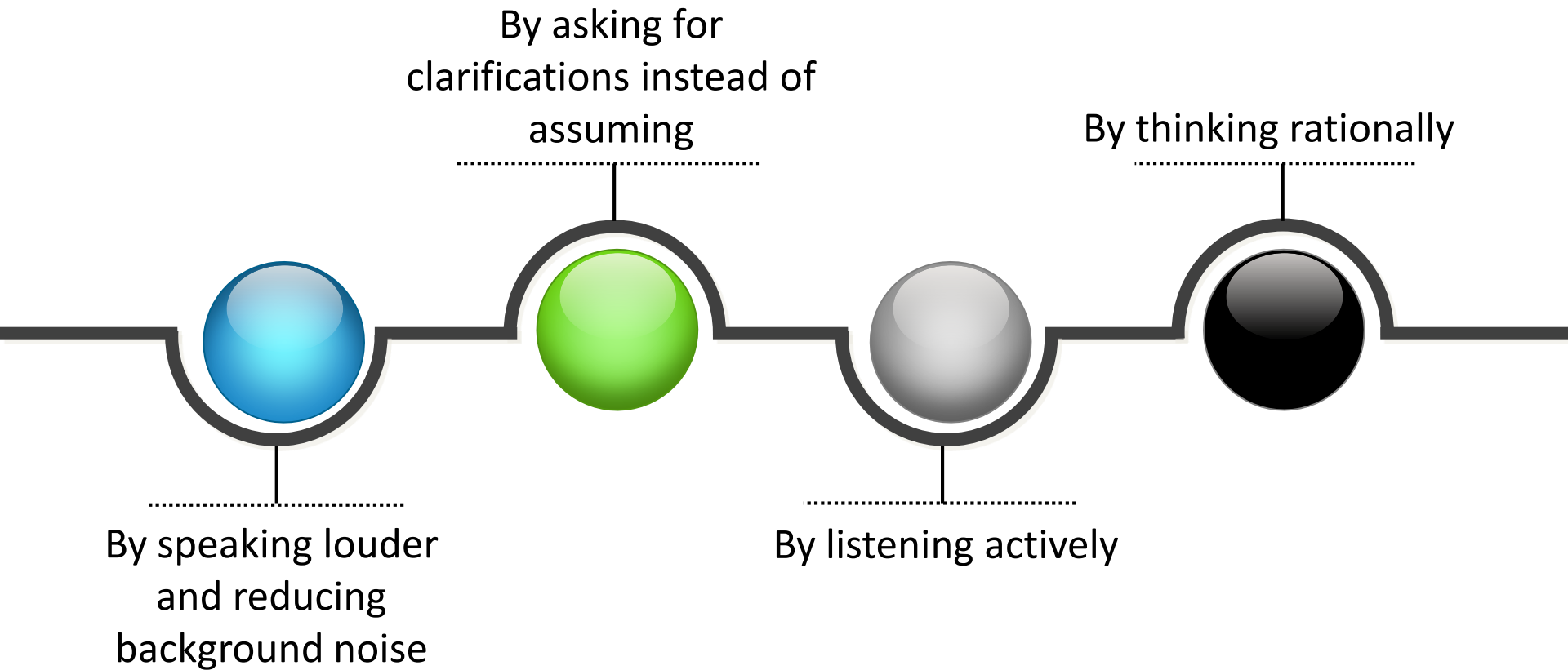
Gender:

Roles, expectations and traditions associated with either gender

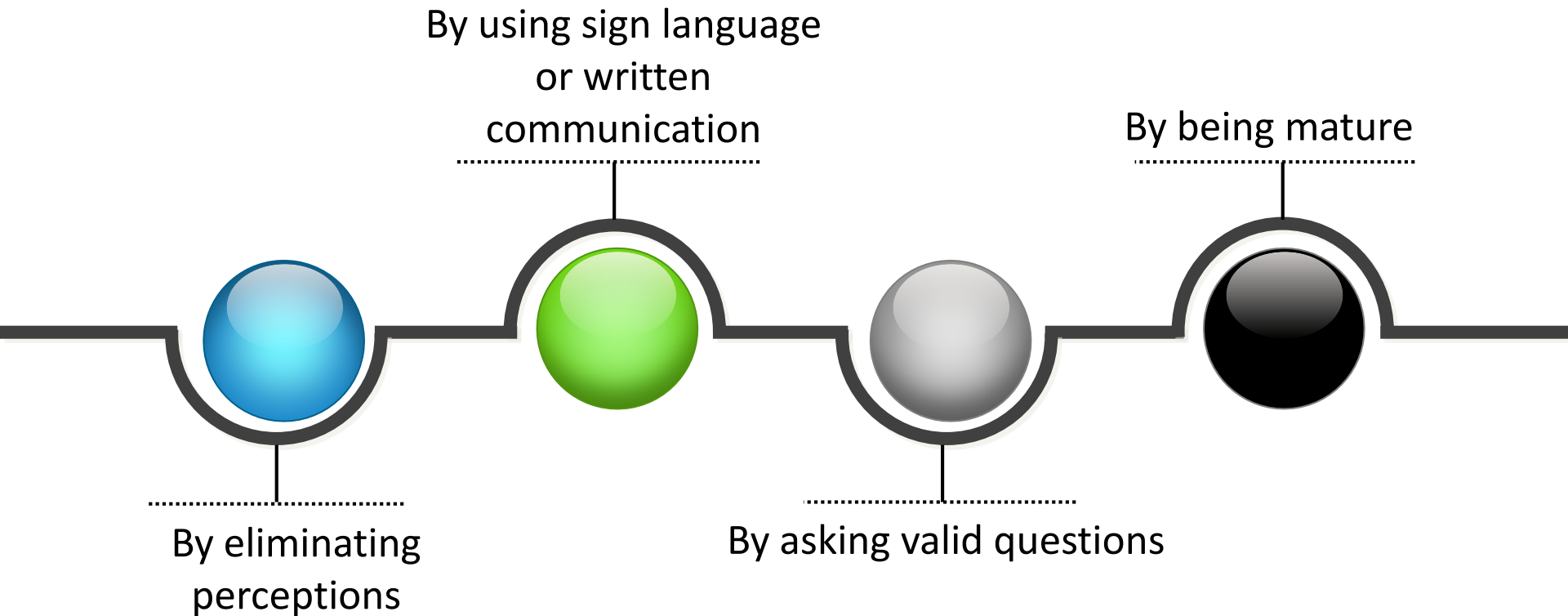
Culture:

Cultural differences, use of jargons, culture related idioms and expressions

Overcoming Barriers to Communication



Overcoming Barriers to Communication



Questioning Techniques

The best influencing style is probing, consulting and questioning, as it helps to gain consensus. It is crucial to ask the right questions to influence people.

Asking the right questions help to:



Gather better information quickly.

To learn more about a situation.

To build stronger relationships.

To manage people more effectively.

To avoid misunderstandings.

Questioning Techniques

There are various questioning techniques that can be used in different situations. You have probably used all of these questioning techniques before but by consciously using the appropriate kind of questioning, you can gain the information, response or outcome that you want even more effectively and influence people.

Let us look at some of the questioning techniques in detail.



Open Questions



Open Questions:

Open questions evoke longer answers. Open questions usually begin with what, why, how. Such a question asks the respondent for his or her knowledge, opinion or feelings.



When to Use:

- To develop an open frank conversation
- To find out more detail
- To learn about other person's opinion, feelings or issues



Example:

- Why did he react that way?

Closed Questions



Closed Question:

Closed questions generally evoke a single word or very short, factual answer.

When to Use:

- To test your or the other person's understanding
- To conclude a discussion or making a decision
- To set a reference frame for the person within which to answer

Example:

- Are you hungry?

Funnel Questions



Funnel Question:

Asking funnel questions involves starting with general questions, and then zooming in on a point in each answer. Then, you move on to asking more and more detail at each level. Hence, generally, when using funnel questioning, start with closed questions. As you progress through the funnel, start using more open questions.



When to Use:

- To find out more detail about a specific point.
- To gain the interest or increase the confidence of the person you're speaking with.



Example:

- "How many people were involved in the fight?"
- "About seven."
- "Were they kids or adults?"
- "Mostly adults."

Probing Questions



Probing Question:

Probing questions are asked to find out more detail. In such questions, use questions that include the word "exactly" to probe further. An effective way of probing is to use the 5 Whys method, which can help you quickly get to the root of a problem.



When to Use:

- To gain clarification
- To draw information out of people unwilling to give information



Example:

- Who, exactly, wanted this report?

Leading Questions



Leading Question:

Leading questions are asked to try to lead the respondent to your way of thinking. It is important to note here that leading questions tend to be closed.



When to Use:

- To get the answer you want but letting the other person believe that they had a choice.
- To close a sale.



Example:

- Option 2 is better, isn't it?

Rhetorical Questions



Rhetorical Question:

Rhetorical questions aren't really questions at all. This is because they don't expect an answer. They are really just statements phrased in question form. Usually, such questions are used because they are engaging for the listener – as they are drawn into agreeing.



When to Use:

- To engage the listener



Example:

- Isn't that a great display?

Listening to Build Influence

So, what has listening got to do with building influence?

Listening, especially active listening is crucial to influence others because active listening helps you to:



Look at the person who is talking

Appear deeply interested

Lean towards the person

Ask questions

Listening to Build Influence

A stylized illustration of a person with long dark hair, wearing a white shirt, shown from the side in a listening posture. A dashed line with four green circular markers connects the text points to the person's head and shoulder area.

Avoid interrupting the other person

Get more information by questioning

Stick to the speaker's subject

User the speaker's words to get your point across

So, let us learn about active listening that you can use to build influence.

Objective

Explain What is Influence

Explain Why We should Influence People

Describe the Principles of Influence

Describe the Strategies of Influencing People

Explain the Role of Communication to Build Influence

Explain the Role of Active Listening to Build Influence

Explain the Role of Body Language to Build Influence

Describe How to Influence People

Explain How to Control the Actions & Attitudes of Others

Explain the Relation between Influence and Self

Explain How to Influence Different Personalities

List the Tips for Influencing People

Active Listening

The most important aspects of communication is listening. If you want to be able to influence people then you have to be able to listen. Active listening is essential to influencing those around you. Listening well can help to understand the needs of others and hence influence them.

Listening is important as it helps us to:



Obtain information

Understand

Enjoy

Learn

Active Listening

However, it has been found through various studies that we remember between 25% and 50% of what we hear.

So, what is important is to become an “active listener”.

"Active listening" involves making a conscious effort to hear not only the words of the speaker but also to try to understand the complete message being sent.



Key Elements of Active Listening

There are five key elements of active listening that help in actively listening to the speaker. They are:

Pay attention

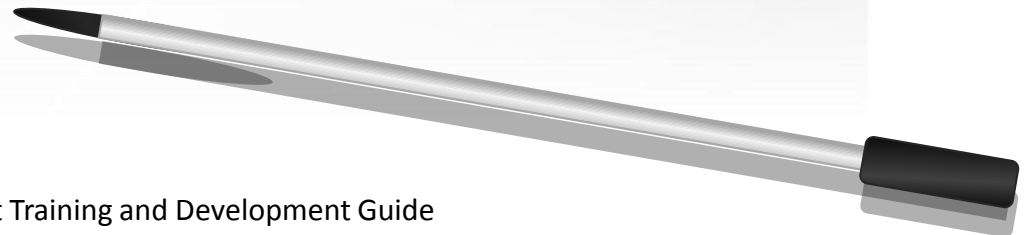
Show that you are listening

Provide feedback

Defer judgement

Respond Appropriately

Let's look at each in detail.



Key Elements of Active Listening

Pay attention

Show that you are listening

Provide feedback

Defer judgement

Respond Appropriately

Pay attention:

- Pay your complete attention to the speaker and acknowledge the message.
- Look at the speaker directly.
- Do not get distracted from listening by environmental factors.
- "Listen" to the speaker's body language.
- Refrain from side conversations when listening in a group setting.

Key Elements of Active Listening

Pay attention

Show that you are listening

Provide feedback

Defer judgement

Respond Appropriately

Show that you are listening:

- Show the speaker that you are listening by using your own body language and gestures.
- Nod occasionally.
- Smile and use other facial expressions.
- Keep your posture open and inviting.
- Use small verbal comments like “yes”, and “uh huh” to encourage the speaker to continue.

Key Elements of Active Listening

Pay attention

Show that you are listening

Provide feedback

Defer judgement

Respond Appropriately

Provide feedback:

- Paraphrase what is being said to reflect your understanding of what is being spoken.
- Ask questions to clarify certain points.
- Summarize the speaker's comments periodically.

Key Elements of Active Listening

Pay attention

Show that you are listening

Provide feedback

Defer judgement

Respond Appropriately

Defer judgment:

- Allow the speaker to finish.
- Do not interrupt the speaker with counter arguments.

Key Elements of Active Listening

Pay attention

Show that you are listening

Provide feedback

Defer judgement

Respond Appropriately

Respond Appropriately:

- Be frank, open, and honest in your response.
- Put forth your opinions respectfully.
- Treat the other person as you would like yourself to be treated by others.

Objective

Explain What is Influence

Explain Why We should Influence People

Describe the Principles of Influence

Describe the Strategies of Influencing People

Explain the Role of Communication to Build Influence

Explain the Role of Active Listening to Build Influence

Explain the Role of Body Language to Build Influence

Describe How to Influence People

Explain How to Control the Actions & Attitudes of Others

Explain the Relation between Influence and Self

Explain How to Influence Different Personalities

List the Tips for Influencing People

Using Body Language to Influence People

Non-verbal communication also known as "body language" forms the difference between the words people speak and our understanding of what they are saying.

We can understand people better if we develop an understanding of the signs and signals of body language.

We can use the knowledge of body language to portray a positive self-image and also understand other people well.

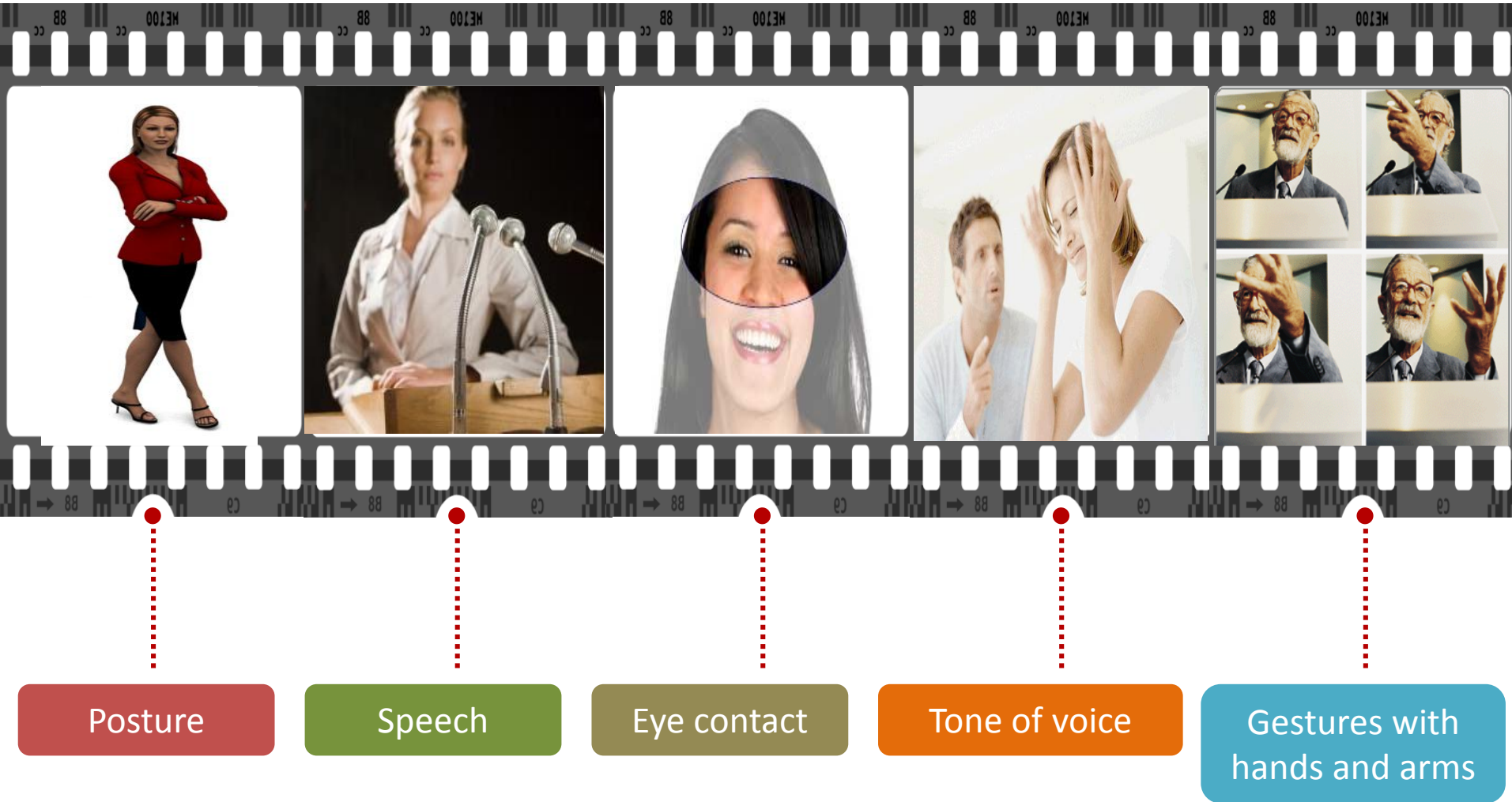
Additionally, the tone of voice, the rate of speech and the pitch of the voice all add to the words that are being used.

Body language includes body movements and gestures (legs, arms, hands, head and torso), posture, muscle tension, eye contact, skin coloring (flushed red), even people's breathing rate and perspiration.



Common Signs of Body Language

Some of the common signs of body language of a confident person are:



Let's look at each in detail.

Common Signs of Body Language

Posture



Speech



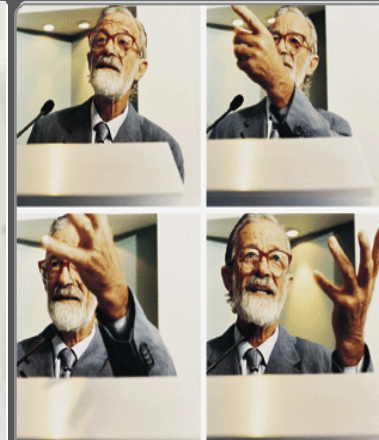
Eye contact



Tone of voice



Gestures



They stand tall with shoulders back.

The speech is slow and clear.

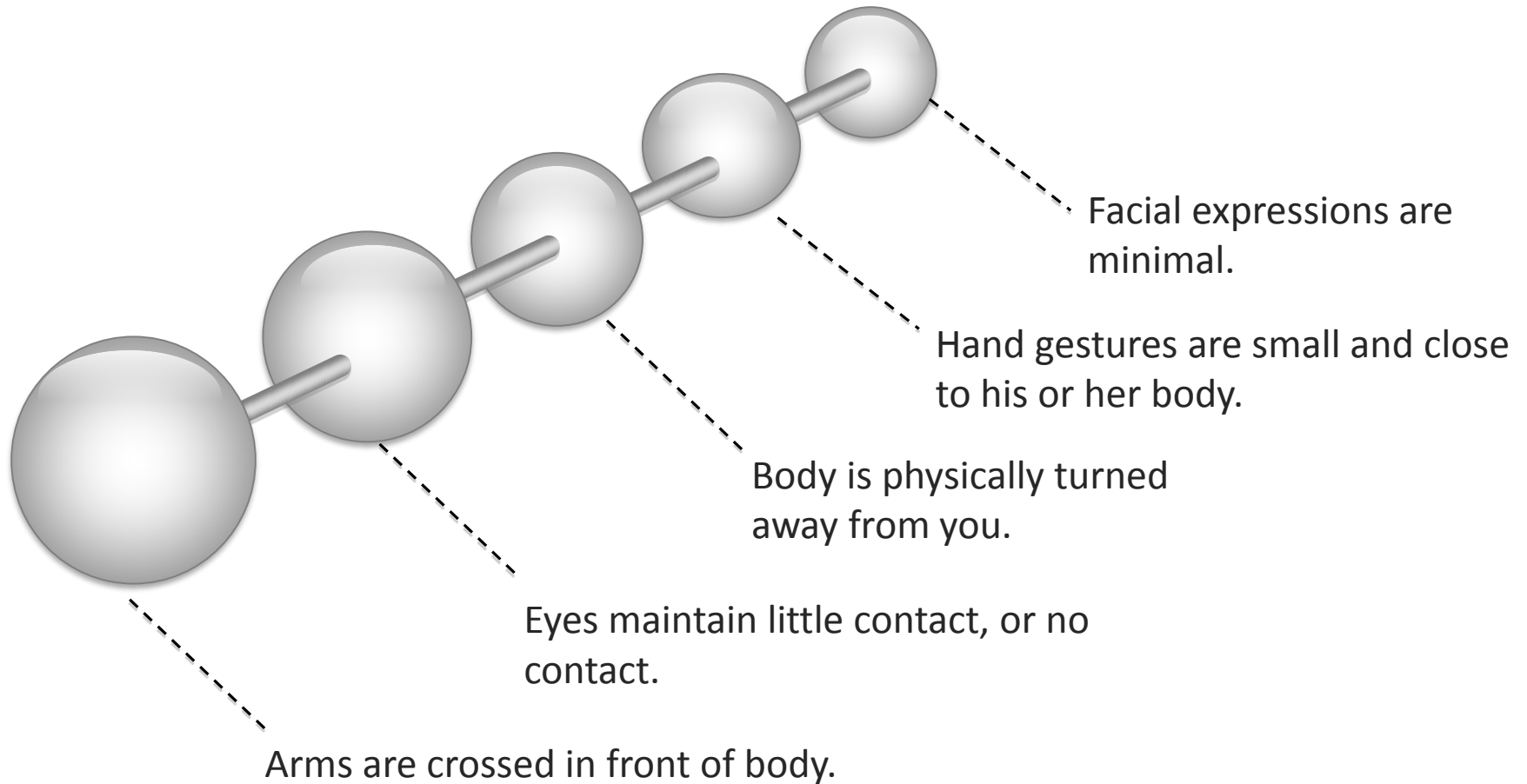
Keep a solid eye contact with a "smiling" face.

The tone of voice is moderate to low.

The gestures are purposeful and deliberate.

Common Signs of Body Language

Some of the common signs that the person you are speaking with may be feeling defensive are:



Giving Feedback

Feedback is a type of communication that we give or get. It is a critical assessment or suggestions made for improvement.

Feedback is crucial in communication as it helps to have honest relationships.

Giving feedback helps to let people know how effective they are and helps to build influence among people.

Provide an impactful feedback which is not offensive. Your approach in providing feedback helps to build influence and creates effective work relationships which are free from conflict and hard feelings.



Types of Feedback

There are positive and negative approaches to giving feedback such as follows:

- **Indirect:** Issues are not addressed directly and the feedback is vague.
- **General:** The feedback aims at broad issues which cannot be easily defined.
- **Insensitive:** Such feedback has little concern for the needs of the other person.
- **Attacking:** Aggressive and focusing on the weaknesses of the other person.
- **Disrespectful:** The feedback is disrespectful and almost insulting.
- **Poor timing:** The feedback is not given at an opportune time.
- **Impulsive:** The feedback is given thoughtlessly, with little regard for the consequences.
- **Judgmental:** The feedback is prejudiced and judges personality rather than behavior.
- **Selfish:** The feedback meets the giver's needs, rather than the needs of the other person.



Types of Feedback

There are positive and negative approaches to giving feedback such as follows:



- **Supportive:** The feedback is delivered in a non-threatening and encouraging manner.
- **Helpful:** The feedback is meant to be of value to the other person.
- **Descriptive:** The feedback focuses on behavior that can be changed, rather than personality.
- **Sensitive:** The feedback takes into consideration the other person and is sensitive to the needs of the other person.
- **Considerate:** The feedback is intended to not insult or demean.
- **Direct:** The feedback is focussed and clearly stated.
- **Healthy timing:** The feedback is given at an opportune time.
- **Thoughtful:** The feedback is well thought out rather than impulsive.
- **Specific:** The feedback is focused on specific behaviors or events.

Getting Feedback



Getting feedback from other people is as important as giving feedback to build influence among people.

Feedback allows you to adjust your course and direction in dealing with situations, people, and challenges at work.

Getting feedback helps us to learn about our ability, to communicate by verifying messages and determining if the objectives of communication are being met.

How to be Open to Feedback?



Be open to feedback:

Be open and welcome peoples' feedback/questions .

Be aware of nonverbal communication:

Make sure your nonverbal communication encourages feedback.

Ask questions:

Ask questions to get additional specific feedback.

Paraphrase:

Paraphrase the speaker to convey that you have listened and understood the speaker.

Objective

Explain What is Influence

Explain Why We should Influence People

Describe the Principles of Influence

Describe the Strategies of Influencing People

Explain the Role of Communication to Build Influence

Explain the Role of Active Listening to Build Influence

Explain the Role of Body Language to Build Influence

Describe How to Influence People

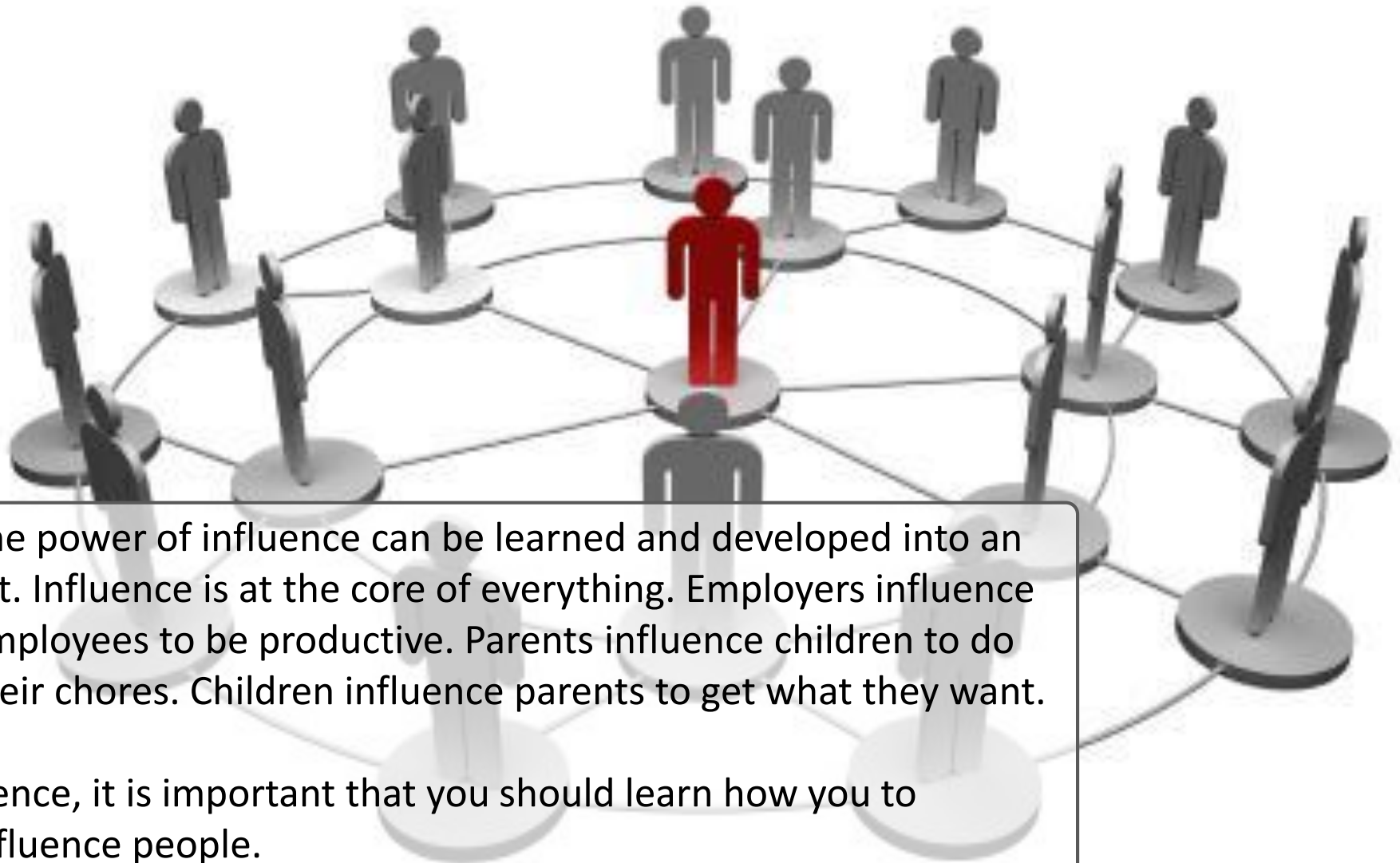
Explain How to Control the Actions & Attitudes of Others

Explain the Relation between Influence and Self

Explain How to Influence Different Personalities

List the Tips for Influencing People

How to Influence People?



The power of influence can be learned and developed into an art. Influence is at the core of everything. Employers influence employees to be productive. Parents influence children to do their chores. Children influence parents to get what they want.

Hence, it is important that you should learn how you to influence people.

How to Influence People?

There are various strategies that you can use to influence people such as follows:

1 • Know what you want:

- What is your purpose in influencing others? In order to persuade others, you must have the end in mind.

2 • Impress:

- Impress others through your charm and speech patterns. Remember that people want to please someone they admire and respect.

3 • Reward them:

- Money is always a motivator. It may be the easiest and quickest way to get what you want, but it can be expensive.

How to Influence People?

There are various strategies that you can use to influence people such as follows:

4

- **Reason with them:**

- Explain your position. Focus on the answer to their burning question: “What’s in it for me?”

5

- **Compromise:**

- Getting someone to do what you want often involves communication and negotiation. This is where you can take the “I’ll scratch your back and you scratch mine” approach.

6

- **Communicate:**

- Communication is the key to influence. Clear and effective communication will lead others to your view point.

How to Influence People?

There are various strategies that you can use to influence people such as follows:

7 • **Remain consistent:**

- Stay on the course you choose regardless of the consequences. If you flip-flop, it's a sure way to destroy any influence you might develop.

8 • **Be the expert:**

- Whether you like it or not, people respect authority figures. When you become the expert, you have the power of influence on your side.

9 • **Actively Listen:**

- If you want to be able to influence people then you have to be able to listen. Active listening is part of effective communication, which is essential to influencing those around you.

How to Influence People?

There are various strategies that you can use to influence people such as follows:

10

- **Be likable:**
 - If you want to influence others, they have to like you. If you show a genuine interest in others and care about them, they usually will.

11

- **Show confidence:**
 - If you speak with confidence, people will trust your advice. This makes it easier to influence others to see things your way.

12

- **Be authoritative:**
 - Speak using powerful, emotionally charged words to persuade others.

How to Influence People?

There are various strategies that you can use to influence people such as follows:

13

- **Brand yourself**
 - People love brand power. If you can brand yourself as the go-to man, others will spread the word about you. That's influence!

14

- **Respect:**
 - You're more likely to be heard if you're respectful of others.

15

- **Use scarcity:**
 - People assign more value to objects and opportunities that come in limited quantities. So don't try to influence others too often. If you do, it won't seem genuine.

How to Influence People?

There are various strategies that you can use to influence people such as follows:

16

- **Understand the other's point of view:**
 - Demonstrate that your point of view also reflects their beliefs and viewpoint.

17

- **Be patient:**
 - It may take several tries to convince others, so be patient, yet persistent.

18

- **Admit your mistakes:**
 - If you're wrong, admit it. People will remember you as being fair and honest.

How to Influence People?

There are various strategies that you can use to influence people such as follows:

19

- **Highlight what you have in common:**
 - Find a thread of common interest and build your influence from there.

20

- **Practice:**
 - Any chance you get, practice the technique of persuasion. Practice really does make perfect!

21

- **Research:**
 - Research facts and arguments that prove your point of view.

How to Influence People?

There are various strategies that you can use to influence people such as follows:

22

- **Ask:**
 - It may seem silly, but sometimes just asking someone to do what you want can get them to do it. Just make sure you say “please” and “thank you.”

23

- **Be positive:**
 - Influence others with a sunny disposition and bring them hope.

24

- **Get endorsements:**
 - People love to follow the trends set by others. Get someone notable to endorse you and you’re sure to influence masses.

Objective

Explain What is Influence

Explain Why We should Influence People

Describe the Principles of Influence

Describe the Strategies of Influencing People

Explain the Role of Communication to Build Influence

Explain the Role of Active Listening to Build Influence

Explain the Role of Body Language to Build Influence

Describe How to Influence People

Explain How to Control the Actions & Attitudes of Others

Explain the Relation between Influence and Self

Explain How to Influence Different Personalities

List the Tips for Influencing People

Control the Actions & Attitudes of Others



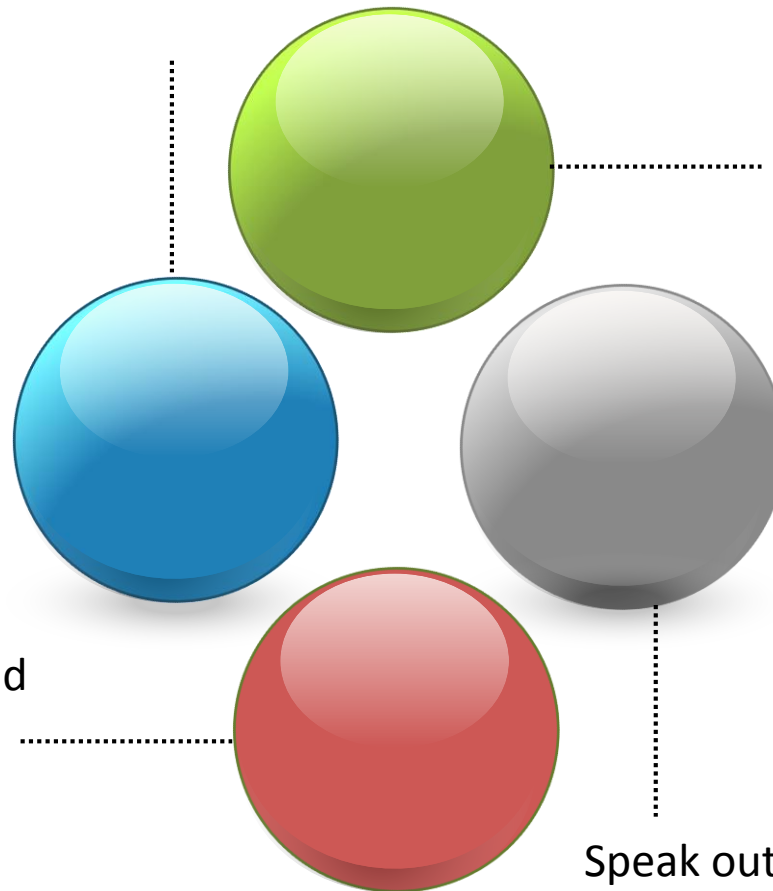
The only way you will be able to influence others is when you learn to control the actions and attitudes of other people.

Control the Actions & Attitudes of Others

Following are some of the key points to keep in mind in order to control the actions and attitudes of other people:

Watch your posture at all times.

We have to adopt the attitude we want others to express.



People react and respond in a like manner to the attitude and action expressed by you.

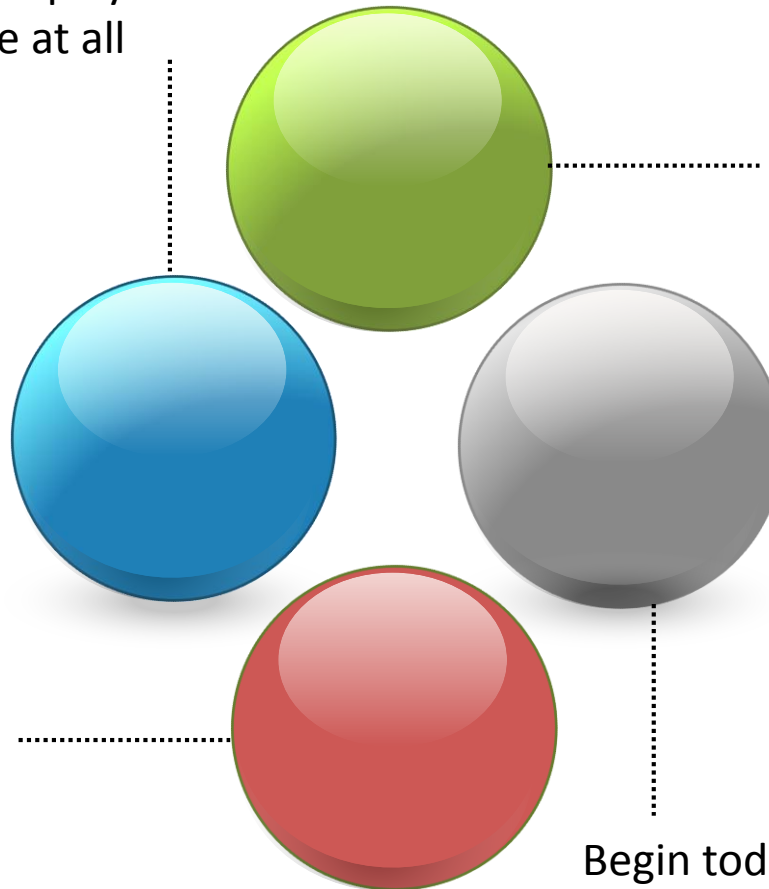
Speak out with confidence and grit.

Control the Actions & Attitudes of Others

Following are some of the key points to keep in mind in order to control the actions and attitudes of other people:

Hold your head up and display a positive body language at all times.

Remember to be enthusiastic because enthusiasm is contagious and spreads from one person to another and so does indifference and lack of enthusiasm.

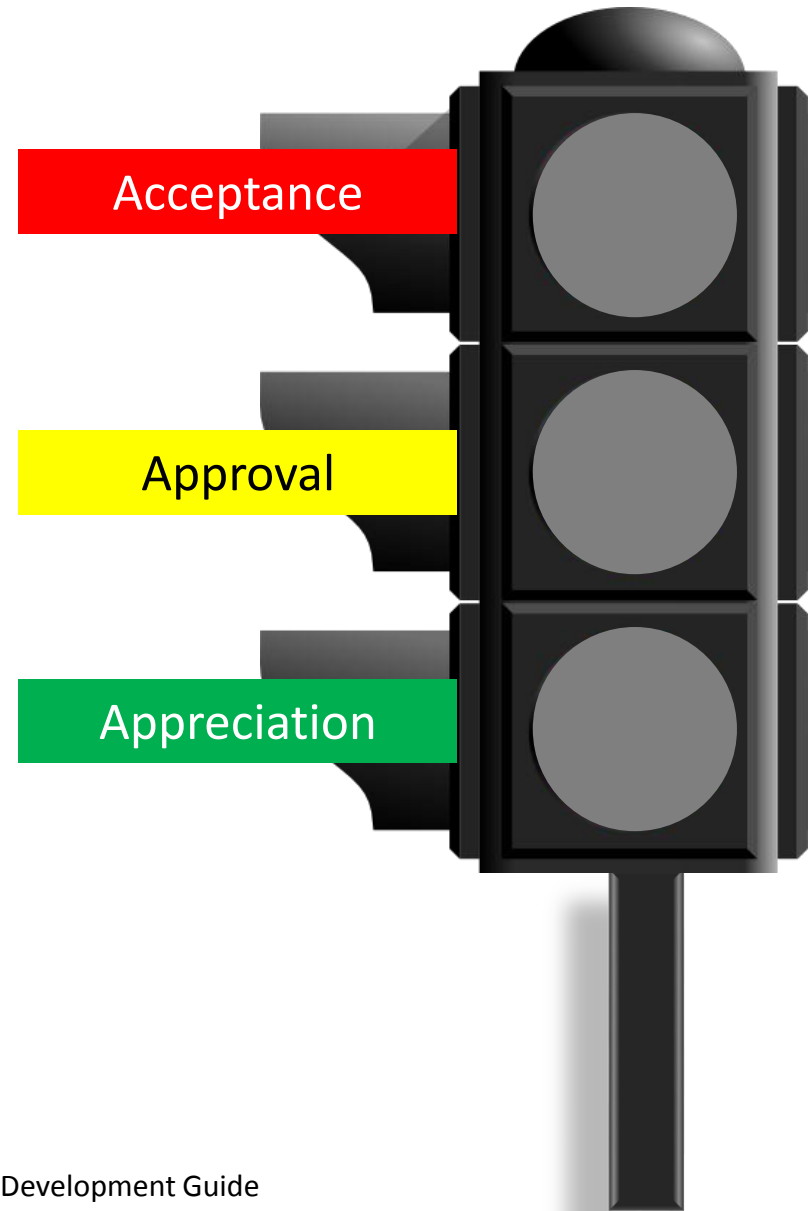


Confidence breeds confidence. If we believe in our self, and act as if we believe in our self, others will believe in us.

Begin today to develop an enthusiastic, confident attitude and manner.

Attracting People

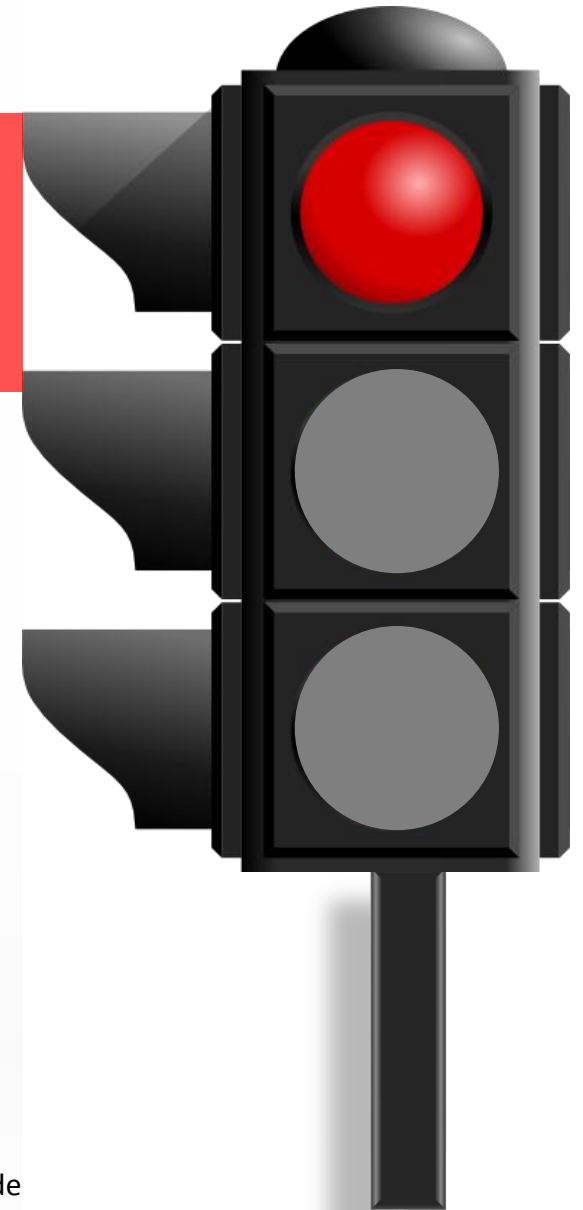
The key to influencing others is by attracting them to you. You can use the following ways to attract people towards you.



Let's look at each in detail.

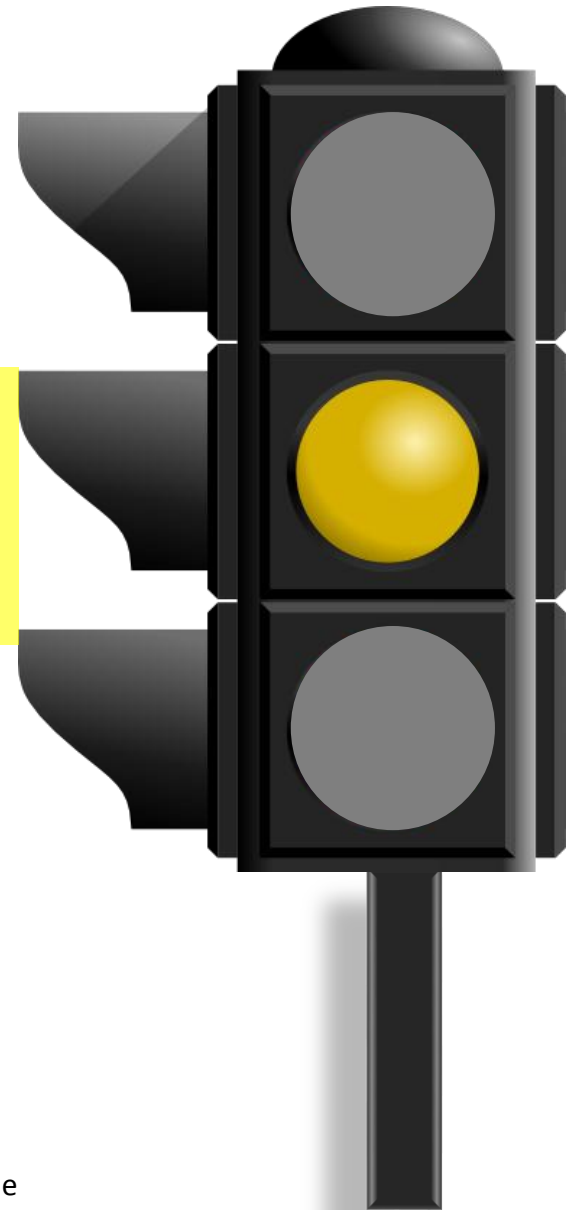
Acceptance

It is essential to accept people as they are; allow them to be themselves. Those who accept and like people, and accept them just as they are, have the most influence in changing other's behavior for the better.



Approval

Approval of another person means something more positive as it goes beyond just tolerating faults, and finds something you like in the other person. You can always find something to approve of in the other person.

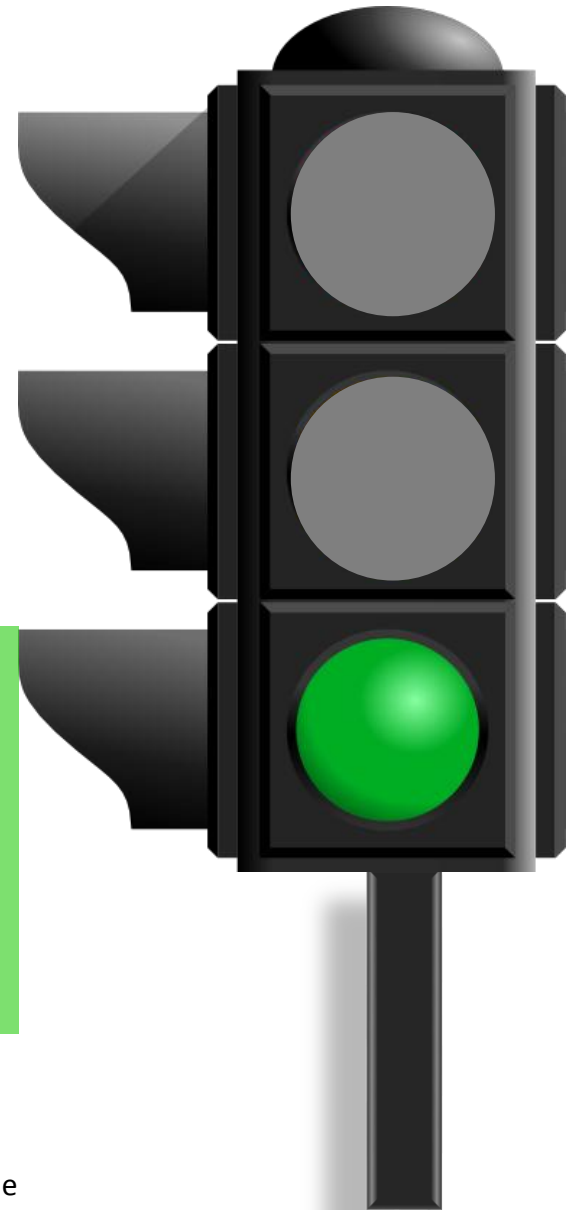


Appreciation



To appreciate a person means to raise his value and worth. You can show appreciation to people in the following ways:

- Don't keep people waiting
- Thank people
- Treat people as 'Special'



Create a Good Impression to Influence

It is important that you should create a good impression of yourself among others in order to be able to influence them. The World forms its opinion of us largely from the opinion we have of ourselves.

The following are a few ways through which you can create a good impression:

- Don't wear a disguise
- Don't knock the competition
- Learn to Communicate Effectively
- Don't try to be perfect
- Get people talking about themselves
- Don't tease and don't be sarcastic

Let us look at each in detail.

Create a Good Impression to Influence

- Don't wear a disguise

Don't wear a disguise:

People are much smarter than you realize. The conscious mind may not be smart enough to analyze and see through the disguise that people wear, but our subconscious mind does identify the fakeness and disguise that people put on.

Create a Good Impression to Influence

- Don't knock the competition



Don't knock the competition:

Never try to humiliate others if you want to make a good impression. Instead, boost your own image. Not only do people dislike negative talk, but you are also setting a negative environment to prosper.

Create a Good Impression to Influence

- Learn to Communicate Effectively

Learn to Communicate Effectively:

One thing influential people have in common is skill in using words. Learn to communicate openly, honestly and passionately to impress people.

Create a Good Impression to Influence

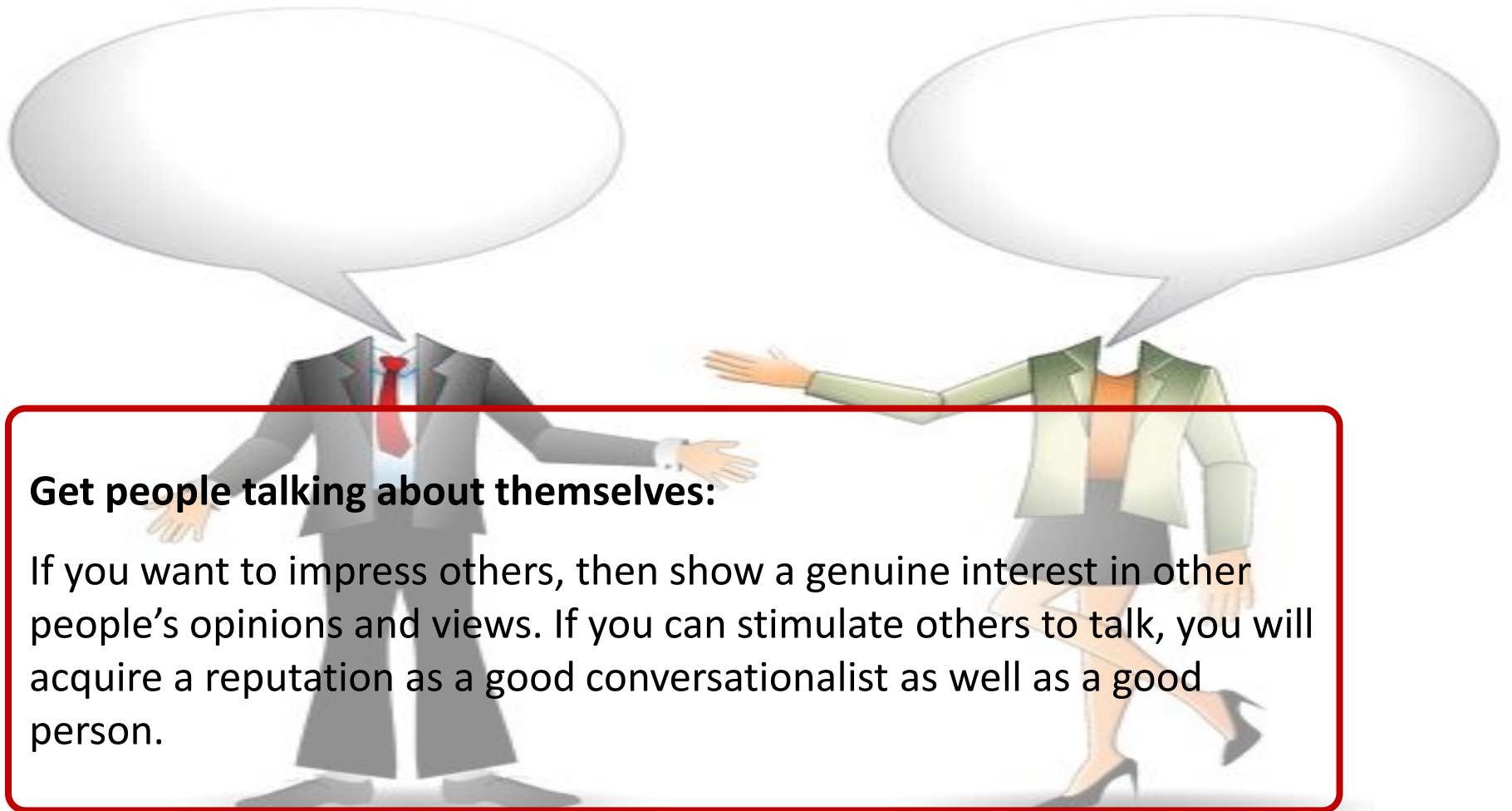
- Don't try to be perfect

Don't try to be perfect:

No one can fascinate every minute.

Create a Good Impression to Influence

- Get people talking about themselves



Get people talking about themselves:

If you want to impress others, then show a genuine interest in other people's opinions and views. If you can stimulate others to talk, you will acquire a reputation as a good conversationalist as well as a good person.

Create a Good Impression to Influence

- Don't tease and don't be sarcastic

Don't tease and don't be sarcastic:

Teasing and sarcastic remarks are both aimed at the self esteem of others. Do not tease or pass sarcastic comments as they threaten the self-esteem of the other person and make you less likable.

Show Appreciation to Influence

To influence people, it is important that you interact with them in such a way that you demonstrate your care. Your co-workers feel cherished when you are dealing with them as if you really do care about and appreciate them - when you do. You can show appreciation every day when dealing with people. You can tell your colleagues, co-workers and employees how much you value them and their contribution any day of the year. You can build your influence in leaps and bounds by showing your appreciation of the people around you. In fact, small surprises and tokens of your appreciation spread throughout the year help the people in your work life feel valued all year long.

Influence and Self-Confidence

Self-Confidence is the belief that you can successfully perform a desired behaviour.

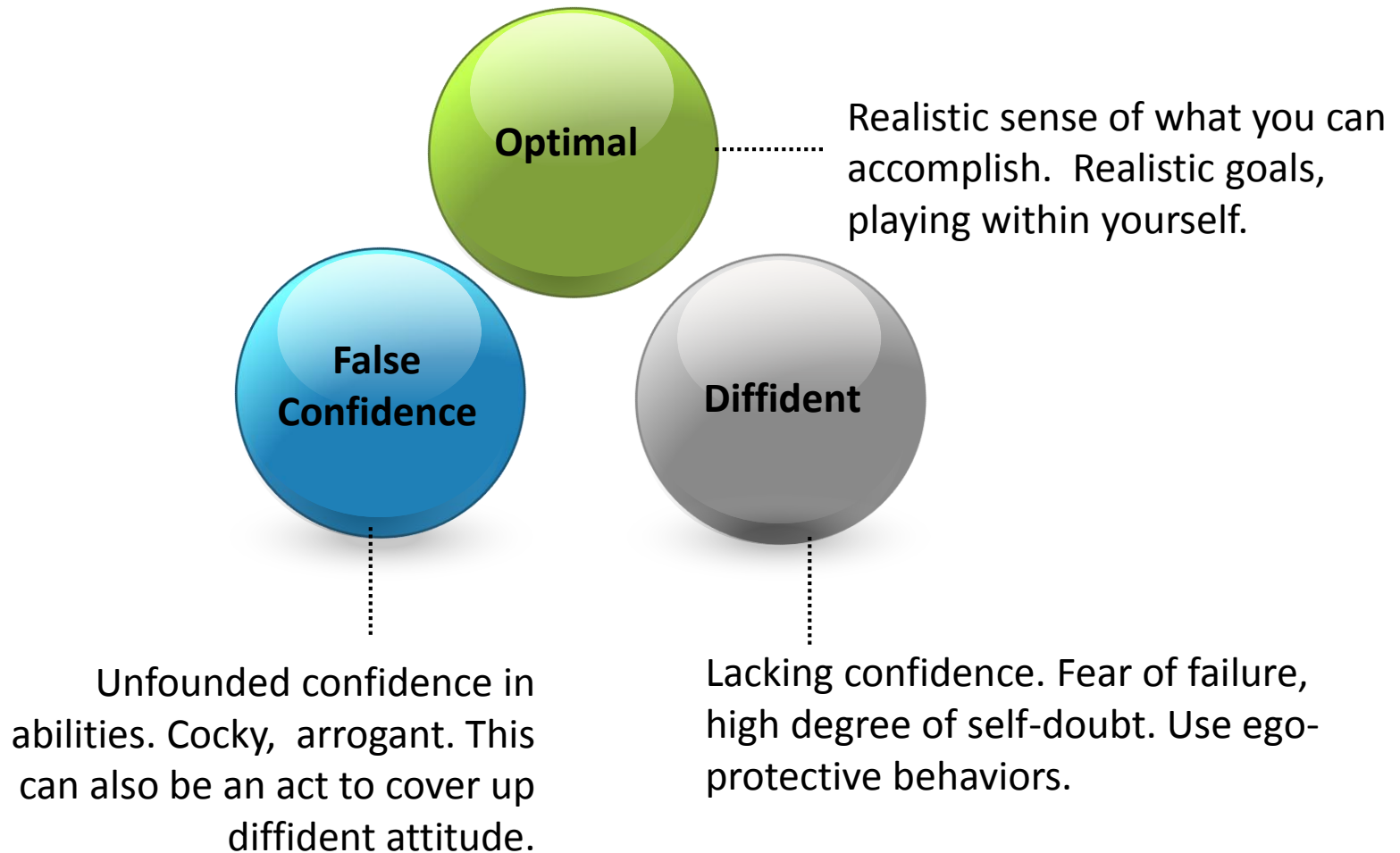
Self confidence can be built by never getting negative about yourself.

Confidence breeds confidence. If we believe in our self, and act as if we believe in our self, others will believe in us.



Types of Self-Confidence

The various types of self confidence are as follows:



Influence and Personality



Different traits in a person help shape their complete personality. Personality plays a major role in influencing people. You should always have a positive, cheerful, strong and confident personality in order to influence people.

Hence, **Personality = Qualities + Abilities + Weaknesses**

Influence and Personality

There are different qualities and abilities that a person may possess such as:

Analytical Abilities

Communication Skills

Decision Making Skills

Discretion

Inter Personal Skills

Risk Solving Skills

Positive Thinking

Presentation Skills

Problem Solving Skills

Team Building Skills

Innovative Abilities

Willing to Learn

Objective

Explain What is Influence

Explain Why We should Influence People

Describe the Principles of Influence

Describe the Strategies of Influencing People

Explain the Role of Communication to Build Influence

Explain the Role of Active Listening to Build Influence

Explain the Role of Body Language to Build Influence

Describe How to Influence People

Explain How to Control the Actions & Attitudes of Others

Explain the Relation between Influence and Self

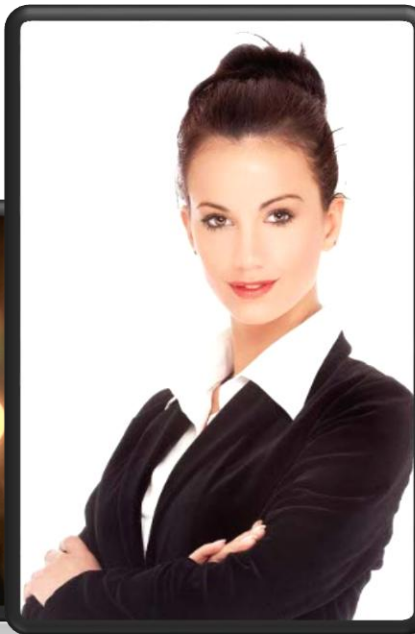
Explain How to Influence Different Personalities

List the Tips for Influencing People

Influence and Self

What is the meaning of self?

- Self means the essential qualities distinguishing one person from another.
- It is the Individuality of a person.



Influence and Self

Now take some time to understand yourself.

- Have you ever spent time thinking of your own self?
- You should understand yourself first to be able to influence other people.

Now sit back for 2 minutes and answer these questions.

- Who am I?
- Do I like myself? / Is it important to like my own self?
- Will others like me if I like/do not like myself?
- What is my self-image ?
- What do others think of my self-image? Is it true or false?



Influence and Self

- We as individuals are always comparing ourselves to others and find something nice about others.



STOP COMPARING

YOURSELF

TO OTHERS

Influence and Self

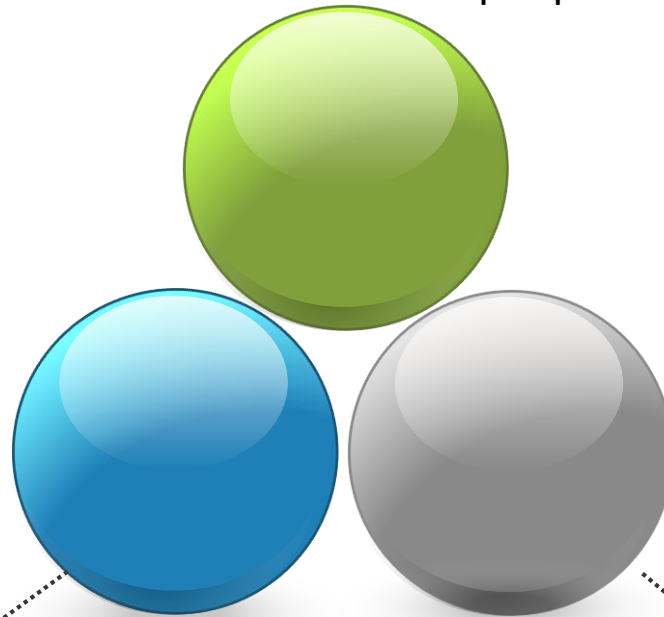
● We as individuals are always comparing ourselves to others and find something nice about others.

● But do we take time to think of our own self and try to find out and understand what is good about our own self?



Importance of Learning about Self

We have to learn about ourself to be able to better portray ourself to other people to influence them.



As a person it is important that we understand ourselves well, we need to know ourselves better.

Only when we know and understand ourselves will we have high self-esteem and happiness.

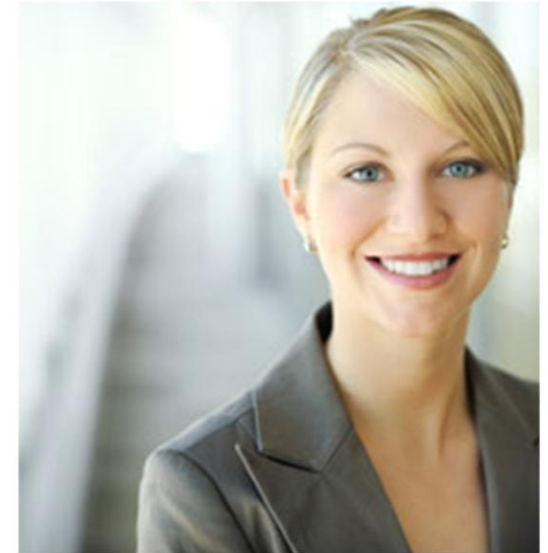
Influence and Self Esteem



Self esteem is how you feel about yourself.



How much you like yourself.



Your feeling of your self worth.

Importance of Self Esteem

High Self-Esteem creates the confidence in a person to become influential and successful.

You perform better both personally and professionally when you consider yourself worthy.



Factors Influencing Self-esteem

There are various factors influencing our self esteem, such as follows:



Characteristics of Person



Characteristics of person with low self esteem



Characteristics of person with high self esteem

Let's look at each in detail.

Characteristics of Person



Characteristics of person with low self esteem

- Afraid of competition and challenges
- Lack initiative
- Pessimistic
- Shy
- Indecisive
- Lack self acceptance
- Blame others
- Low aspirations esteem



Characteristics of person with high self esteem

Characteristics of Person



Characteristics of person with high self esteem

- Considers life worth living
- Enjoys good relationship with others
- Have peace within themselves
- Self confident
- Outgoing
- Assume responsibility for one's life
- Tolerate frustrations
- Self directed



Characteristics of person with low self esteem

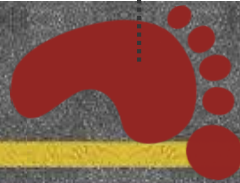
Enhancing Your Self Esteem

Accept yourself as you are and come to terms with those aspects of yourself that you cannot change

NO ONE IS PERFECT

We have to take responsibility to appreciate ourselves and to develop our own talents

Accept yourself



Manage yourself with success

Each of us is unique and has specific talents and abilities

Do not wait for approval from others.

Love yourself

Negotiation Skills to Influence

A 3D illustration of two stylized human figures, one orange and one red, shaking hands. The orange figure is on the left and the red figure is on the right. They are both standing on a white surface. The background is a light gray gradient with faint silhouettes of people in the distance.

Negotiation occurs whenever two or more conflicting parties attempt to resolve their divergent goals by redefining the terms of their interdependence. Negotiation skills are an important attribute of an influential person. Negotiation skills in a person helps the people see you as an compromising and helpful individual.

BATNA

The Best Alternative To a Negotiated Agreement; the lowest acceptable value (outcome) to an individual for a negotiated agreement.

Ways to Influence People

The various ways to influence people are as follows:

Support Ideas with Data

Say it Straight

Develop an Informal Channel

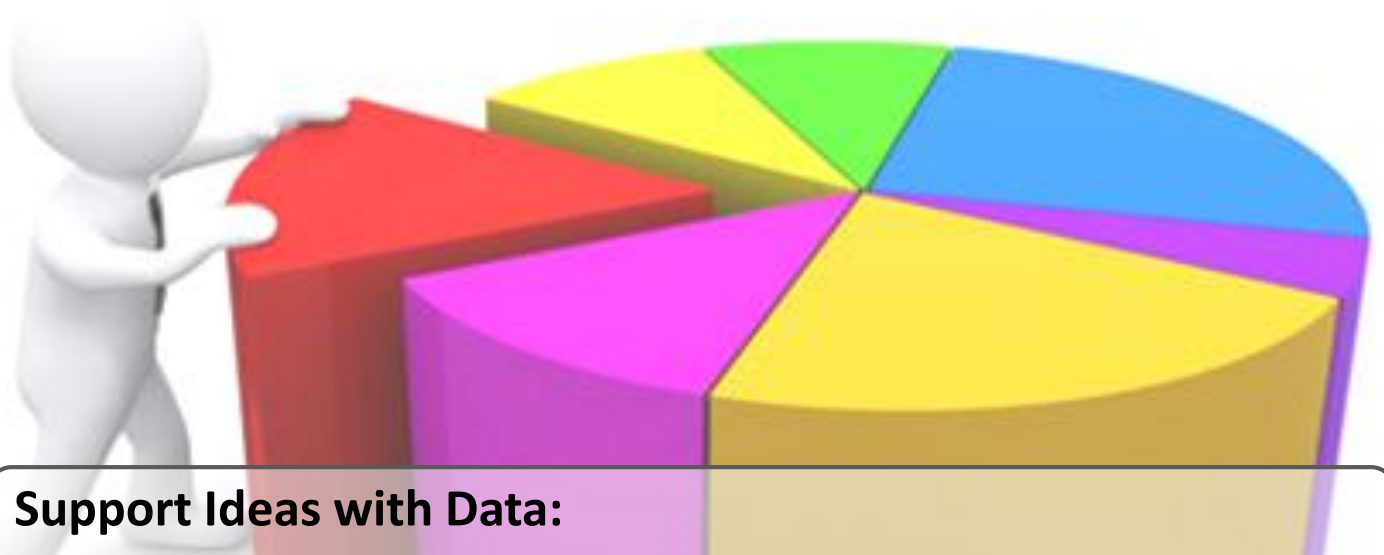
Build a Consensus

Be Committed

Let us look at each in detail.

Ways to Influence People

Support Ideas with Data



Support Ideas with Data:

To influence a team or a meeting, executives need to clearly present their ideas and thoughts with facts and/or information to support it. Many people respond positively when a view is supported with data or something concrete. Some background research pays. If you get some information that will add credibility to your argument, your chance of influencing the cause or fact is very high.

Ways to Influence People

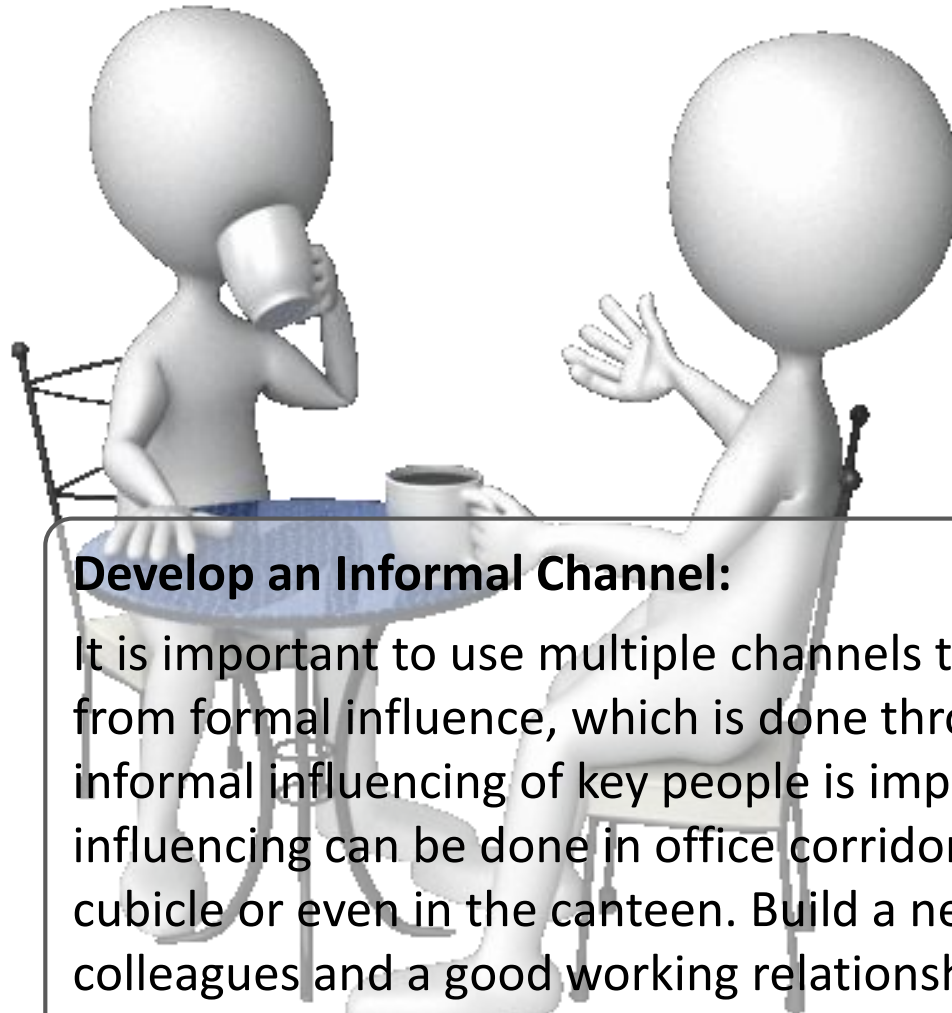
Say it Straight

Say it Straight:

The skill of influencing depends largely on the way you put across your point of view. HR experts say executives should communicate their point of view in a way that makes a direct impact. Both the substance and the way you put it across plays a big role in influencing. Carefully choose the words, the timing, the forum and the way the point of view is put across. Saying it with a lot of conviction causes a greater impact.

Ways to Influence People

Develop an Informal Channel



Develop an Informal Channel:

It is important to use multiple channels to influence. Apart from formal influence, which is done through meetings, informal influencing of key people is important. Such informal influencing can be done in office corridors, by walking into the cubicle or even in the canteen. Build a network with colleagues and a good working relationship with key officials during such informal encounters and convey your point of view as if you were thinking about it.

Ways to Influence People

Build a Consensus

Build a Consensus:

A good leader, it is said, is one who listens more and talks less, since he then influences the most. Such an approach helps to gain the confidence of team mates. Listen and understand their point of view. At a senior level, directing someone will have little influence. The best influencing style is probing, consulting and questioning, as it helps to gain consensus.

Ways to Influence People

Be Committed

Be Committed:

The biggest impact will depend on how a professional lives up to his commitment and whether or not he is a man of action. But don't commit to something that may be difficult to achieve. If you cannot follow what you preach, then the next time, your colleagues or subordinates will not listen to you and won't take you at face value.

Objective

Explain What is Influence

Explain Why We should Influence People

Describe the Principles of Influence

Describe the Strategies of Influencing People

Explain the Role of Communication to Build Influence

Explain the Role of Active Listening to Build Influence

Explain the Role of Body Language to Build Influence

Describe How to Influence People

Explain How to Control the Actions & Attitudes of Others

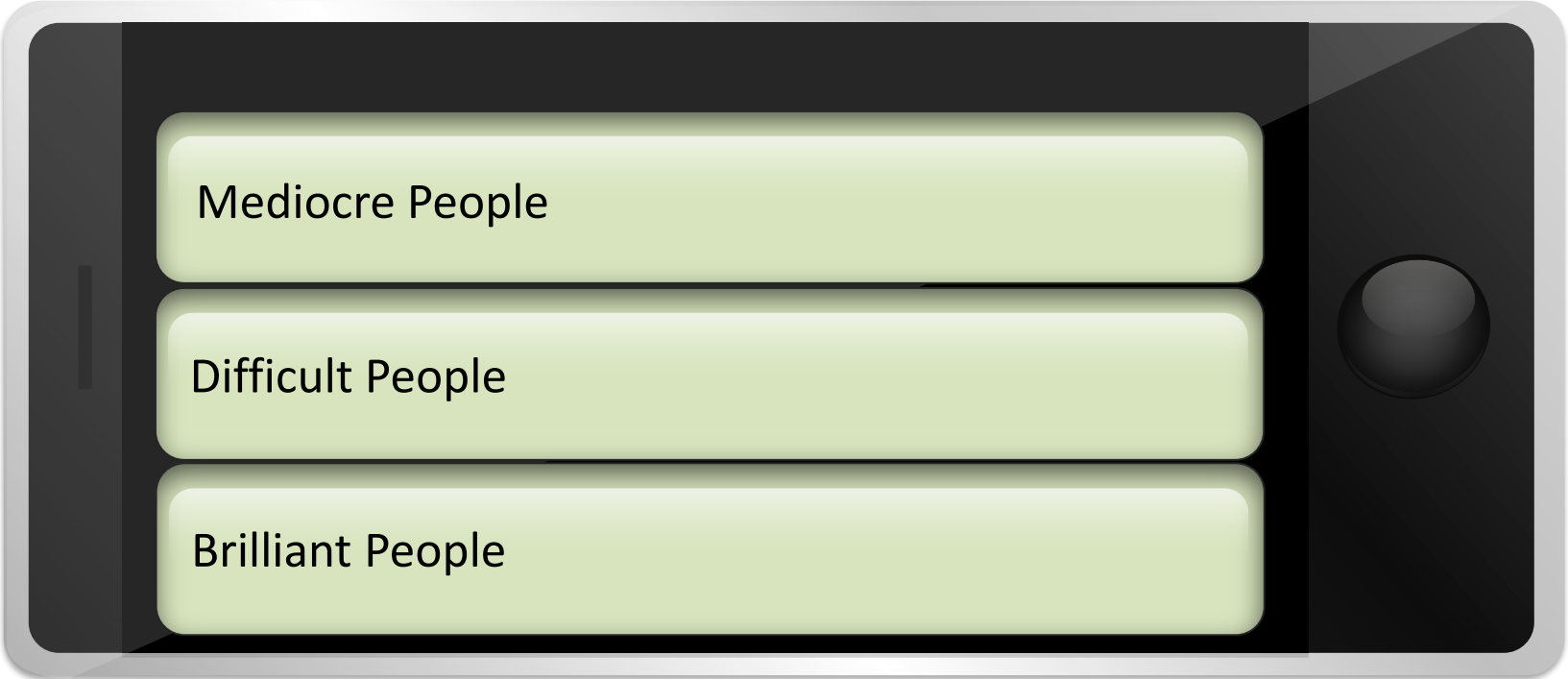
Explain the Relation between Influence and Self

Explain How to Influence Different Personalities

List the Tips for Influencing People

Influencing Different Personalities

There are different kinds of people and they show different traits and characteristics. It is important to understand the different types of personalities in order to understand how to influence them.



Mediocre People

Difficult People

Brilliant People



Let us look at each element.

Influencing Different Personalities

Mediocre People

Difficult People

Brilliant People

Mediocre People:

Mediocre people are extremely ordinary, average, second rate, middle of the road employees with a very minimal contribution coming out from them.

Influencing Different Personalities

How to Influence Mediocre People:

them and their limitations.

- Avoid conflicts and get the best out of them.
- Keep an open communication channel.
- Give feedback to these employees to help them progress.
- Respect them as an important individual.
- Give positive feedback in public, but give reprimands in private.

Understand

- Bring the best out of them.

Influencing Different Personalities

Mediocre People

Difficult People

Brilliant People

Difficult People:

These are the kinds of people with a wide range of personality types, including some who are inconsiderate, inane, incorrigible, inappeasable, intransigent, indecent or even downright sleazy.

Influencing Different Personalities

How to Influence Difficult People:

- Engage difficult people in conversation
- Celebrate the accomplishment of short-term goals, repeat process until long-term goals have been achieved.
- Use constructive confrontation to resolve-or even prevent-conflicts and build coalitions.
- Be as diplomatic as possible.
- Respect them as an important individual.
- Use your good judgment and do not act upon your emotions.
- Remain level-headed and strong.

Influencing Different Personalities

Mediocre People

Difficult People

Brilliant People

Brilliant People:

Brilliant people are those who are considered to be luminous, radiant, dazzling, sparkling, gleaming, shining and bright. These are the kinds of people who are termed to be gifted / talented and take a great pride in their accomplishments.

Influencing Different Personalities

How to Influence Brilliant People:

- Tap on the Brilliant people's belief that efficiency x effectiveness = results.
- Tap on the Brilliant people's energy, enthusiasm, initiative, drive and inspiration to influence them.
- Display similar traits as them because they identify with people who exhibit the same attributes, characteristics and traits.
- Influence them by using your communication skills as they are great communicators and portray a very positive body language.
- Influence them by your ability to think out of box as they also do not dwell on the problems but come out with solutions.
- Understand what makes a brilliant person tick.
- Tap on their need for upgrading their skills, knowledge and attitude.
- Cater to their demands in terms of power, prestige, status, designation, pay packet etc. to influence them.
- Do not involve them in any routine / mundane matters.

Objective

Explain What is Influence

Explain Why We should Influence People

Describe the Principles of Influence

Describe the Strategies of Influencing People

Explain the Role of Communication to Build Influence

Explain the Role of Active Listening to Build Influence

Explain the Role of Body Language to Build Influence

Describe How to Influence People

Explain How to Control the Actions & Attitudes of Others

Explain the Relation between Influence and Self

Explain How to Influence Different Personalities

List the Tips for Influencing People

Tips for Influencing People

The following are a few useful tips to influence people:

- Make friends quickly and easily
- Get out of a mental rut, think new thoughts, acquire new visions, discover new ambitions.
- Win people to your way of thinking by understanding their viewpoint
- Increase your popularity

Tips for Influencing People



- Handle complaints, avoid arguments, keep your human contacts smooth and pleasant



- Increase your influence, your prestige, your ability to get things done

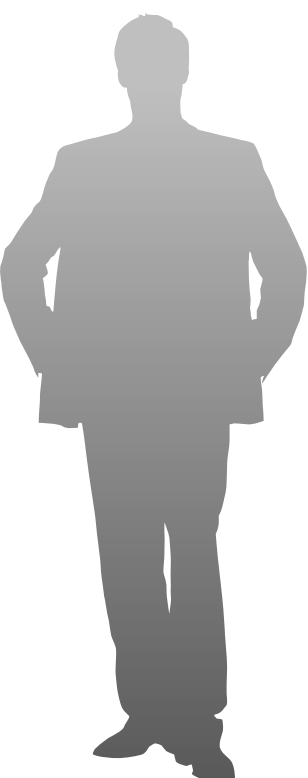


- Become a better speaker, a more entertaining conversationalist



- Arouse enthusiasm among your associates

Case Study



Sathish is a Project Manager in XYZ Inc. He leads a team of fifteen people but feels that he is not very influential.

1. How can Sathish become more influential?
2. What aspects of communication and personality should he focus on to build influence?

Summary

In this module, you learnt that:

Influence is how you inspire others to take action. Influence measures what others do for you

The following are the key principles of influencing people:

- Commitment and Consistency
- Reciprocation
- Scarcity
- Authority
- Liking
- Social Proof

The various ways to influence people are as follows:

- Support Ideas with Data
- Say it Straight
- Develop an Informal Channel
- Build a Consensus
- Be Committed

Summary