



## 'SIMPLY INFLUENCING' TIP SHEET



<p>A question has more influencing power than a statement. Put as much effort into planning your questions as planning your advocacy.</p>	<p>Until you have several questions that start with the words "who", "what", "where", "when", "why" and "how" respectively, you're not done.</p>
<p>"In a democracy, a man who does not listen, cannot lead" David Broder</p>	<p>If you don't empathically listen you risk misunderstandings, time to 're-do', unexpressed problems and uncommitted people.</p>
<p>Empathically listening requires putting our judgements and opinions on hold and being truly open to the other person's world view and ideas.</p>	<p>Play back and make sure you understand fully before planting seeds.</p>
<p>Advocating is not talking about your product or idea. Advocacy is talking to their needs.</p>	<p>Intention counts. "If our efforts in communication are regarded as manipulative, self-serving, intimidating or condescending, the person with whom we're communicating will feel untrusting, wary and unable to articulate themselves effectively." Covey</p>
<p>Watch for clues. Is your influencee big picture and strategic? Task oriented and outcome focused? Are they personable, warm and concerned about their team or clients? Or are they thorough, detailed and perfectionistic? Speak in their language, talk to their drivers and you improve your influencing power.</p>	<p>There are 6 key benefits people typically respond to: make money; save money; save time; look good; feel good; feel secure. Which benefits will most appeal to the person you're planning to influence?</p>

