

Influencing

Strategies to influence

Eight Influence Tactics

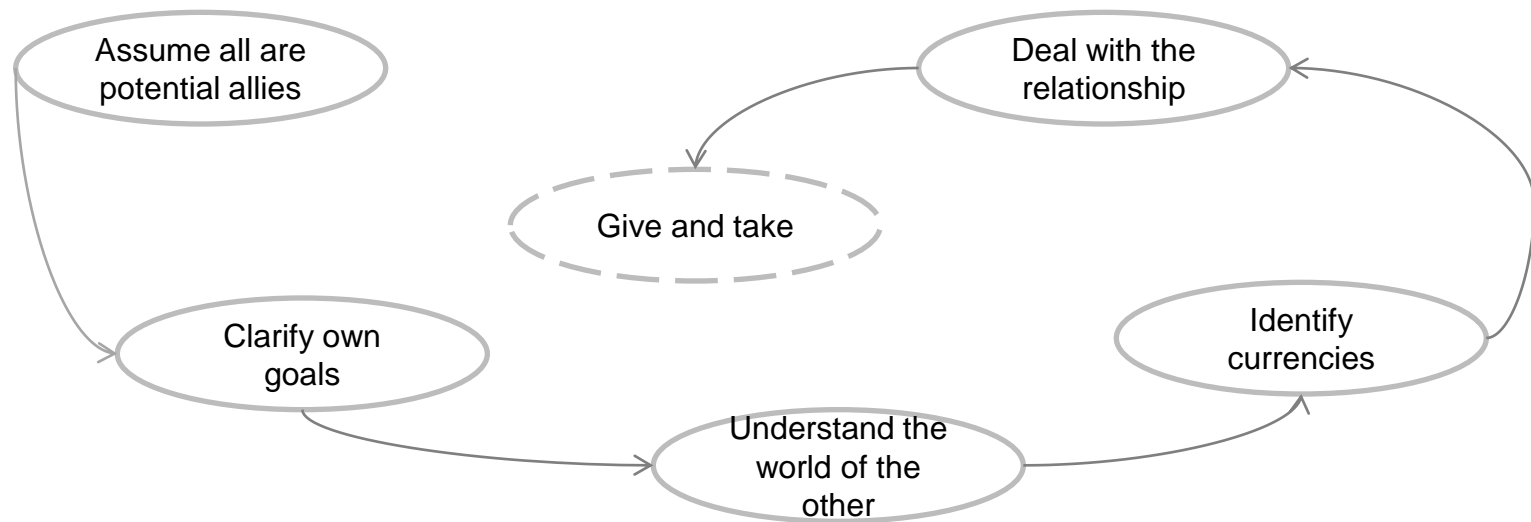
- **Logical Persuading**
 - Using logic/rational thinking to persuade others.
- **Legitimizing**
 - Referring to a higher authority or someone with greater expertise.
- **Exchanging**
 - A form of informal bargaining – giving something of value in return for cooperation.
- **Stating**
 - Saying what 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.

Exchange based influencing

- Reciprocity at the center of exchange based influencing



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

Influence Strategy

Influence Strategy		
Stakeholder	Issues/Concerns	Influence Strategy