



DEVELOPING INFLUENCING SKILLS

The Roadmap to Influence Successfully

The development of influencing skills is critical to success if you are working in a business or corporate environment. Here are 10 key factors to consider to help guide and shape your influencing strategy.

1. **Preparation:** Gather background intelligence and plan or map the influencing strategy; think intellectually, rather than emotionally, about the process.
2. **Pleasantries:** Spend time on rapport-building; make yourself pleasant to deal with.
3. **Position:** Discuss and reach a common understanding of the current situation or position; evaluate strength of feeling.
4. **Problems:** Discuss and reach some collaborative agreement about the problems associated with the current situation.
5. **Possibilities:** Negotiate around a range of options or possibilities to create a sense of joint decision-making and share an evaluation of the options.
6. **Preferences:** Explain the reason behind your preferred course of action with an appreciation of upsides and downsides.
7. **Proposal:** Try to build a collaborative proposal appealing to both logic and emotion; be aware of what will motivate the other person to change; be aware of both the logical and emotional benefits of change.
8. **Perspective:** Be aware that other people may need to be persuaded so consider other broader perspectives.
9. **Proactivity:** Gain a commitment to agree next steps for action.
10. **Perception:** Be sensitive to the need to adapt to the position or feelings of the other person; be prepared to 'park' issues to allow time for reflection or 'face-saving' behaviour.