

# Influencing Others for Results

## Principles

- Start with being clear about what you want
- Trust is key (relationships and reputation)
- If a person feels heard they are open to influence
- Communication needs to be ethical & persuasive
- It's about solving problems (not winning)

### Discuss:

- Who has had a positive influence on you?

## Mindset

- Think long-term & preserve the relationship
- Authentically value the person
- Be open-minded and teachable
- Find the opportunity in resistance or obstacles
- Ask for help or advice & thank them for it

### Discuss:

- How are you influenced, e.g. facts, relationships, experiences?

## Techniques

- Reciprocity: Give first; make it personalized
- Authority: Cite credible sources
- Consistency: Seek small, voluntary commitments
- Connect: Look for areas of similarity
- Consensus: Point to what others are doing

### Discuss:

- Describe a time you influenced someone.



# Closing: Influencing Others for Results



“Influence is about being genuine.”

~ Johnny Hunt



# Resources: *Influencing Others for Results*

## LinkedIn Learning

- Communicating for Influence (~3 min) <https://www.linkedin.com/learning/activate-your-professional-network-and-increase-your-visibility/communicating-for-influence?u=50844473>
- Eight Influencing Techniques (~ 5 min) <https://www.linkedin.com/learning/success-habits/eight-influencing-tips?u=50844473>
- Influence Without Authority (~4 min) <https://www.linkedin.com/learning/executive-leadership/influence-without-authority-2?u=50844473>
- Influencing Others (~41 min) <https://www.linkedin.com/learning/influencing-others/making-influence-work?u=50844473>

## Online Sources

- 4 Ways to Strengthen Your Ability to Influence Others <https://www.ccl.org/articles/leading-effectively-articles/4-keys-strengthen-ability-influence-others/>
- 7 Ways to Build Influence in the Workplace <https://www.inc.com/jayson-demers/7-ways-to-build-influence-in-the-workplace.html>



# More Resources: *Influencing Others for Results*

## More Online Sources

- Five Principles to Follow If You Want to Influence Others  
<https://www.forbes.com/sites/forbescoachescouncil/2018/10/05/five-principles-to-follow-if-you-want-to-influence-others/?sh=1ae296d96e29>
- How Deep Listening Can Make You More Persuasive  
[https://greatergood.berkeley.edu/article/item/how\\_deep\\_listening\\_can\\_make\\_you\\_more\\_persuasive](https://greatergood.berkeley.edu/article/item/how_deep_listening_can_make_you_more_persuasive)
- Robert Cialdini – Science of Persuasion  
<https://www.youtube.com/watch?v=kv0sOX6Alrk>

## JMU Talent Development Resource Collection Books

- *Exercising Influence: A Guide for Making Things Happen at Work, at Home, and In Your Community* ©2007 by B. Kim Barnes
- *How to Win Friends and Influence People* ©1984 by Dale Carnegie
- *Influencer: The New Science of Leading Change* ©2013 by Joseph Grenny, Kerry Patterson, David Maxfield, Ron McMillan, & Al Switzler
- *That's What She Said: What Men Need to Know (and Women Need to Tell Them) About Working Together* ©2018 by Joanne Lipman

