

# The Art of Influencing Others

**HRDQ**

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# Course Objectives

Upon completion of this course, you'll be able to:

- Identify the principles of **influence** and **persuasion**
- List skills needed to build **rapport** and develop genuine relationships
- Recognize differences in communication **styles**
- Identify ways to **tailor** your communication style to increase your influence with others



# Getting Ready to Learn

Think about the following questions:

- What is **influence**? What is **persuasion**?
- How are they different from **manipulation**?
- How do you **know** when you've influenced someone?
- Can you **measure** it?



# The Art of Influencing Others

## Chapter One: Introduction

PREVIEW

# Definition of Influencing



What influence and persuasion are **NOT** — manipulation, bribing, or forcing people to your point of view.

## Our definition of influencing:

- The ability to **win** others to your way of thinking

## Other definitions:

- The ability to change people's minds without **resentment**
- The ability to affect the outcome of something through gentle actions



## Direct Influence

Often, direct influence is a **necessary** part of daily business activities or functions like these:

- Negotiations
- Proposals
- Meetings
- Sales conversations
- Debates and discussions
- Performance management



## Indirect Influence



Even if you're not necessarily **trying** to influence others, you can still have an effect by:

- Sending a message through the combination of your words and behaviors
- Serving as a role model or mentor
- Altering an attitude, image, or behavior
- Building a network of nurturing relationships

# How Does it Happen?

## Strategies and tools:

- Build rapport
- Eliminate obstacles or barriers
- Recognize and tailor your style to match other person
- Follow this “recipe” for success
  - Likeability
  - Reciprocity
  - Credibility
  - Commitment





# The Art of Influencing Others

## Knowledge Check One

QUESTION 1 of 2

Instructions:

Read the scenario and decide if it's an example of **INFLUENCING** or **MANIPULATION**.

Your boss is looking for volunteers to staff your organization's booth at a local recruiting fair. The work shift is on a Friday evening, and so far no one has volunteered. Your boss tells your department that anyone who volunteers will get a day off the following week. Is this an example of:

**INFLUENCING**

**MANIPULATION**

CLICK THE BOXES TO REVEAL THE CORRECT ANSWER

[Next Question](#)

# The Art of Influencing Others

## Knowledge Check One

QUESTION 2 of 2

Instructions:

Read the scenario and decide if it's an example of **INFLUENCING** or **MANIPULATION**.

Your boss is looking for volunteers to staff your organization's booth at a local recruiting fair. The work shift is on a Friday evening, and so far no one has volunteered. Your boss tells your department that she will be working at the booth herself, and emphasizes the benefits of meeting people from other parts of the organization at the event. Is this an example of:

<b>INFLUENCING</b>	<b>MANIPULATION</b>
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CLICK THE BOXES TO REVEAL THE CORRECT ANSWER

[Finished](#)

# Neuro-Linguistic Programming

NLP is based on the idea that most people have a preferred channel of communication, **visual**, **auditory** or **kinesthetic**. If you can recognize another's preferred channel and consciously choose words that reflect that person's preference, you will be able to build rapport and influence that person more easily.

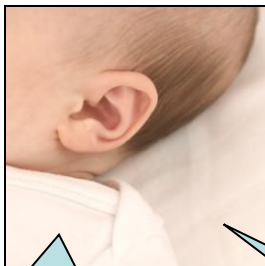
Put it in writing

I see what you mean!

**Visual:** prefers to look at, see, or read things



**Auditory:** prefers to hear, discuss, or explain things



I hear what you're saying

Let's discuss this further



We'll handle it your way

I sense this is important to you...

**Kinesthetic:** prefers to touch or do things

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