

# Building the Essential Skill of Influence

TAMMY LIVERS



INFLUENCE

“One of the  
Essential skills for  
leaders at all  
levels”

FORBES MAGAZINE

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*the person with the influence has the power*



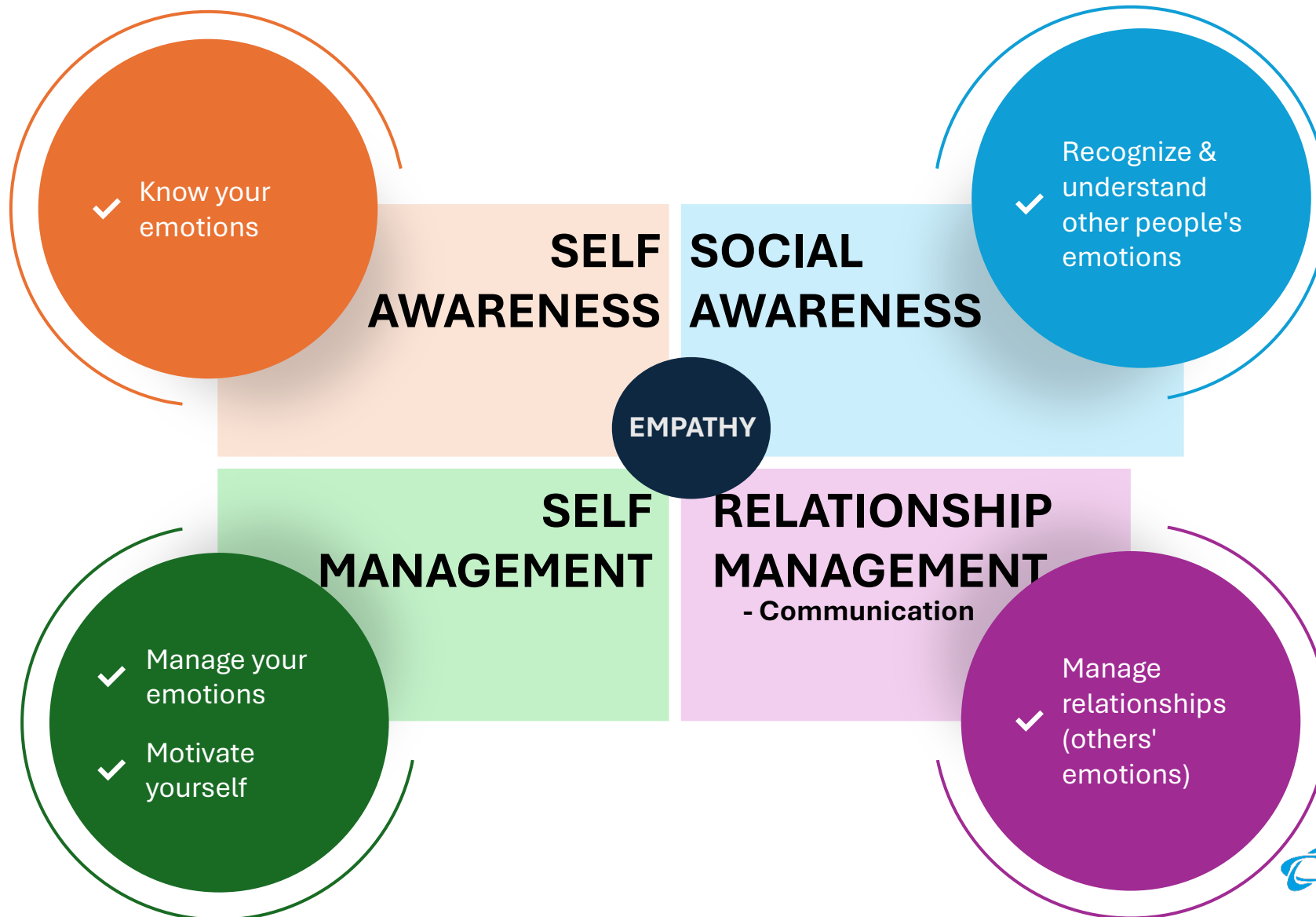


# The Influence Essentials





# Emotional Intelligence and Influence



# Enhancing Emotional Intelligence

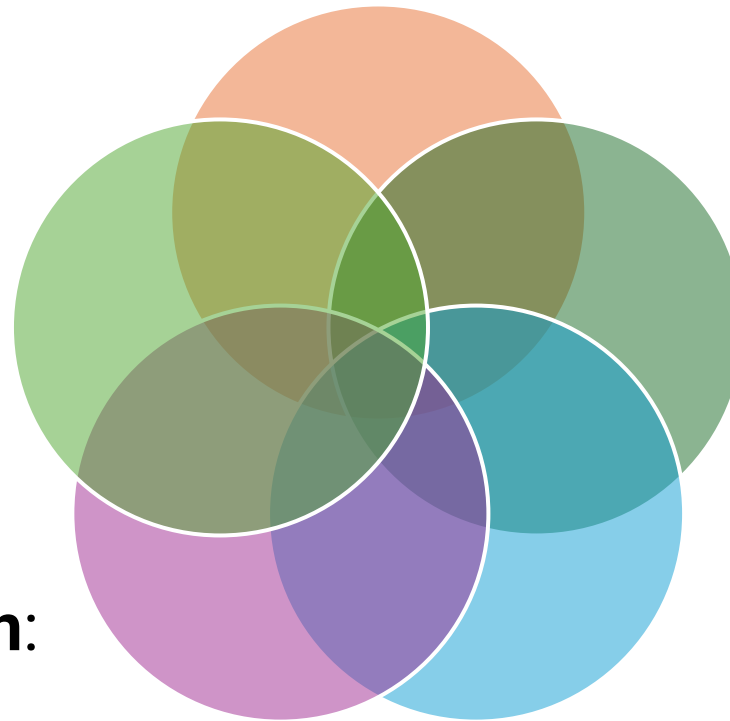
Communicate with **Empathy**

Pay **Attention**:  
Capture;  
Clarify

**Focus:** Be  
Intentionally  
Aware

Develop  
**Relationship**:  
Connect &  
Collaborate

Be **Mindful**:  
Reflect,  
Review,  
Respond



# The Three Cs of Emotional Intelligence



**Consciousness** – being mindful of your emotions, being self-aware so you can identify how your emotions impact others.



**Compassion** – being empathetic towards others. Having the ability to identify with and understand the wants, needs, and viewpoints of those around you.



**Connectedness** – the ability to get on with others.



# Authenticity:

## Embracing Your Style

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In 2009 and 2010, Discovery Learning, Inc. and Innovative Pathways conducted research to identify and measure influence styles. They created **five** categories:



### **ASSERTING**

You insist that your ideas are heard and you challenge the ideas of others



### **CONVINCING**

You put forward your ideas and offer logical, rational reasons to convince others of your point of view



### **NEGOTIATING**

You look for compromises and make concessions to reach outcomes that satisfy your greater interest



### **BRIDGING**

You build relationships and connect with others through listening understanding and building coalitions



### **INSPIRING**

You advocate your position and encourage others with a sense of shared purpose and exciting possibilities



# Know Your Audience

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- ✓ One influencing style does not fit all
- ✓ Be aware of your audience's communication style
- ✓ Be Aware of your Gaps-Know your "Color Palette"





## INFLUENCE



**If there is a winner and a loser your ability to influence diminishes. Find the why and define the why.**

### Best Practices

- Socialize your ideas
- Gather input
- Be Aware of how you “say it”
- Tone
- Inflection