

Introduction to Influence & Negotiation skills, Part 2

Lec.2

ENT623

College of Entrepreneurship and Innovation

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- To share some defining and key concepts of influencing and persuading skills.
- To highlight some qualities and skills to influence others.
- How to develop and improve your influencing skills
- Principles of Influence (Cialdini's 7 Rules)
- Case study and activities



Learning Outcomes of the Lecture



Brian Tracy is a Canadian-American motivational public speaker and self-development author

Your ability to negotiate, communicate, influence and persuade others to do things absolutely indispensable to everything you accomplish in life.

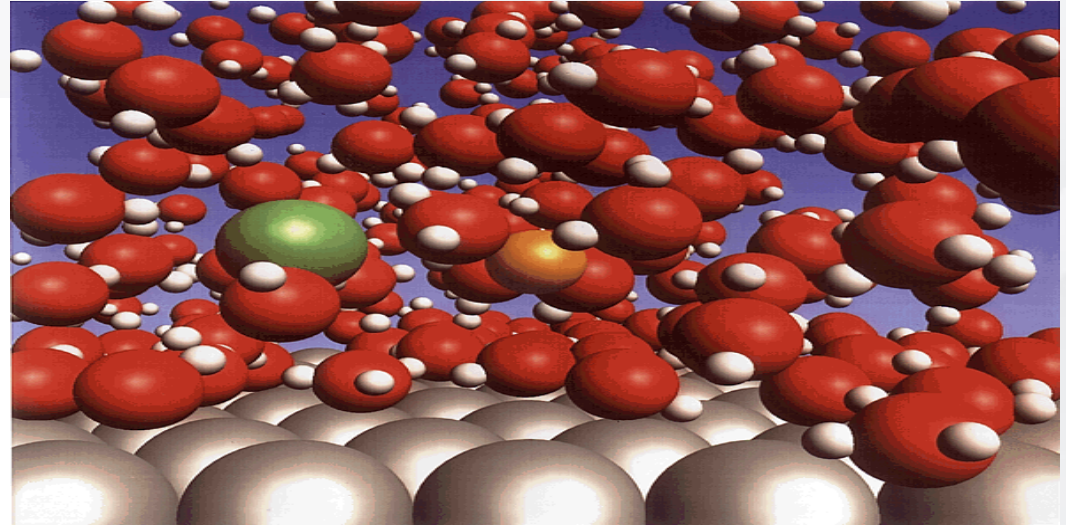
Your ability to negotiate, communicate, influence, and persuade others to do things absolutely indispensable to everything you accomplish in

— Brian Tracy —

AZ QUOTES

Everyone is a person of influence....

Even though we have an impact on nearly everyone around us, our level of influence is not the same with everyone



Influencing skills are your abilities to encourage and persuade others to adopt your ideas.



The skill to influence others can be beneficial for leaders to motivate people and make their teams more productive.

If you influence people, you can achieve anything.

Imagine if you had the skills of persuasion to enable someone to buy, someone to vote, someone to see your perspective, someone to love, someone to care...

Through the skill of influencing others, you can change the behaviors of others to achieve your goals.



Why are Influencing Skills Important?

Influencing and Motivation



Robert Cialdini's Principles of Persuasion, often referred to as Cialdini's 6 Principles, are a set of psychological shortcuts that influence human behavior and decision-making. These principles include reciprocity, liking, authority, social proof, consistency, and scarcity.

Cialdini later added a seventh principle, unity, based on shared identity



The 7 Principles of Persuasion, according to Robert Cialdini

- 1. Reciprocity:** People feel obligated to return favors or gifts, even if they are different in scope.
- 2. Liking:** People are more easily persuaded by individuals they like or who are similar to them.
- 3. Authority:** People tend to trust and follow those who are perceived as experts or authorities.
- 4. Social Proof:** People are more likely to do something if they see others doing it.
- 5. Consistency:** People strive to be consistent with their previous statements and actions.
- 6. Scarcity:** People value things more when they are limited or scarce.
- 7. Unity:** People are more likely to comply with requests if they believe it will strengthen their sense of belonging or community.

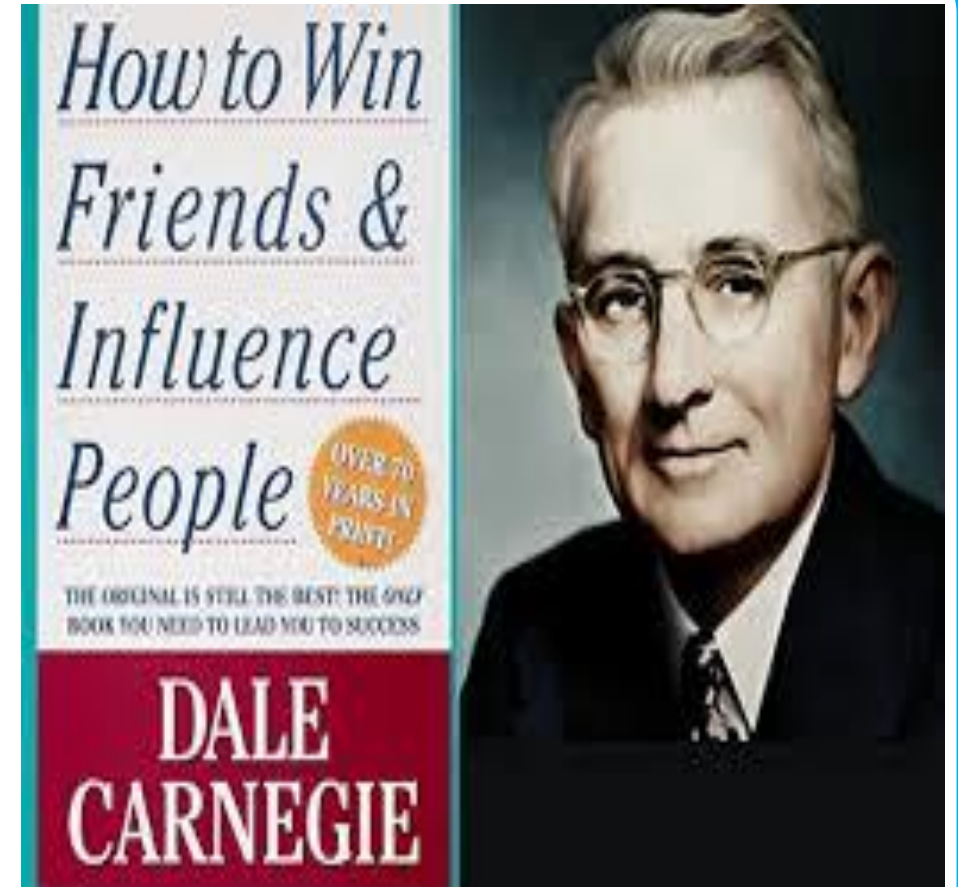


Dale Carnegie and the influential concept

Dale Carnegie is best known for his influential self-help book, "How to Win Friends and Influence People".

He provides practical advice and techniques for improving interpersonal relationships, building trust, and gaining influence.

Carnegie's approach focuses on understanding and respecting others, and on building strong relationships through genuine interest and positive interactions





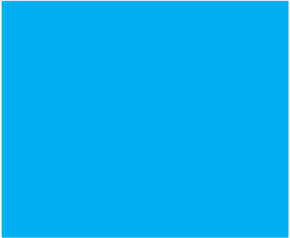
Key Principles of Carnegie's Approach to Influencing:

- **Focus on Others:** Carnegie emphasizes the importance of genuinely showing interest in other people's lives and perspectives.
- **Active Listening:** He stresses the importance of listening attentively to understand others' needs and desires.
- **Positive Interactions:** Carnegie encourages being sincere, giving compliments, and making people feel important.
- **Building Trust:** He highlights the value of honesty, reliability, and integrity in building strong relationships and gaining influence.



Key Principles of Carnegie's Approach to Influencing:

- **Avoiding Criticism:** Carnegie advises against criticizing others, instead focusing on positive reinforcement and indirect approaches to correction.
- **Leadership and Communication:** Carnegie's principles can be applied to various leadership contexts, helping individuals improve their communication skills and build stronger teams.
- **Personal Growth:** Carnegie's teachings encourage personal growth and development, leading to increased self-confidence and the ability to effectively influence others.



Key Principles of Carnegie's Approach to Influencing:

- **Seeking Common Ground:** He suggests finding areas of agreement and building on them to foster collaboration and understanding.
- **Empathy and Understanding:** Carnegie encourages understanding and considering others' perspectives, even if they differ from your own.

- There are two basic ways of influencing people....

Number 1: REWARDS

Number 2: PUNISHMENTS

Rewarding is
a positive way
to teach right
and wrong.

vs.

Punishment
may lead to
bullying or
low-self
esteem.

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What factors can affect behavior

Behavior is affected by factors relating to the person, including: physical factors - age, health, illness, pain, influence of a substance or medication. personal and emotional factors - personality, beliefs, expectations, emotions, mental health. life experiences - family, culture, friends, life events.

Maslow's Hierarchy of Needs and persuasion/influence are closely related **because understanding and appealing to an audience's needs**, as outlined by Maslow, can significantly enhance persuasion and influence. **Persuasion aims to change beliefs, decisions, or actions**, and Maslow's theory helps identify the underlying motivations driving those beliefs and actions.

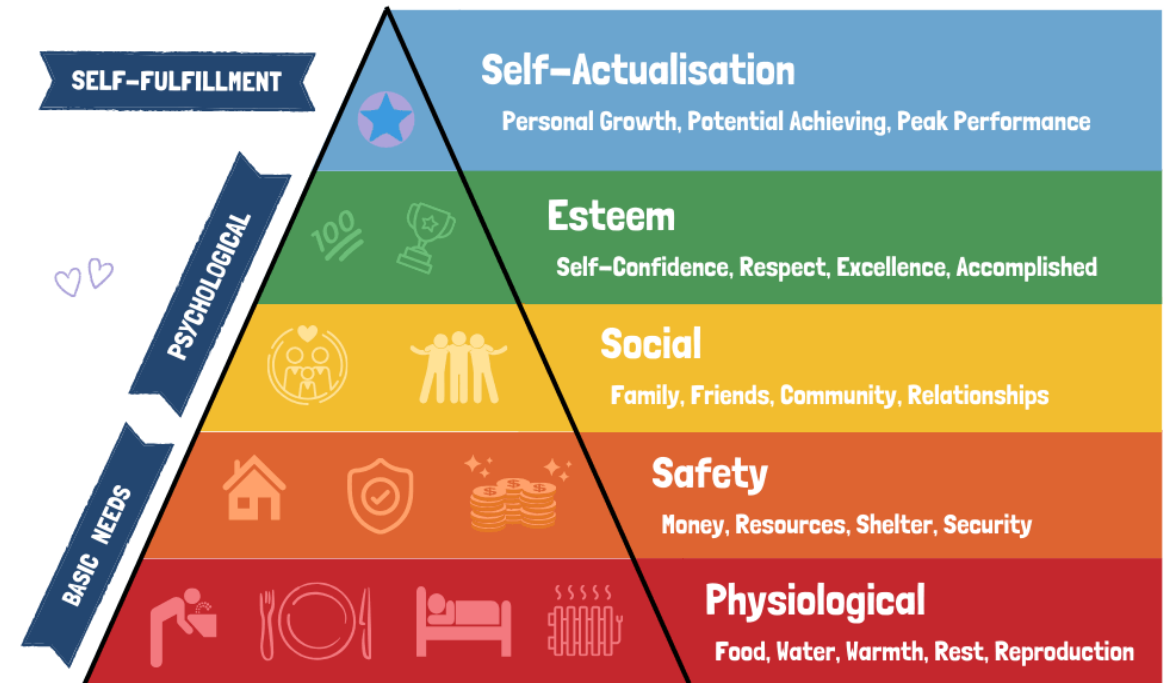
By understanding where an audience is on the hierarchy, communicators can tailor their messages to resonate with their specific needs



MASLOW'S HIERARCHY OF NEEDS



Abraham Maslow's Theory (1943) showing the levels of human needs we seek to fulfill, which motivate our behaviour



The relation between the Influencing and Persuading skills and Maslow Hierarchy of needs

•**Identifying Audience Needs:** Maslow's hierarchy suggests that humans have a set of needs arranged in a hierarchy, with lower-level needs (physiological and safety) needing to be met before higher-level needs (social, esteem, and self-actualization) become motivators. Understanding where an audience falls on this hierarchy helps identify the most pressing needs that can be leveraged for persuasion.

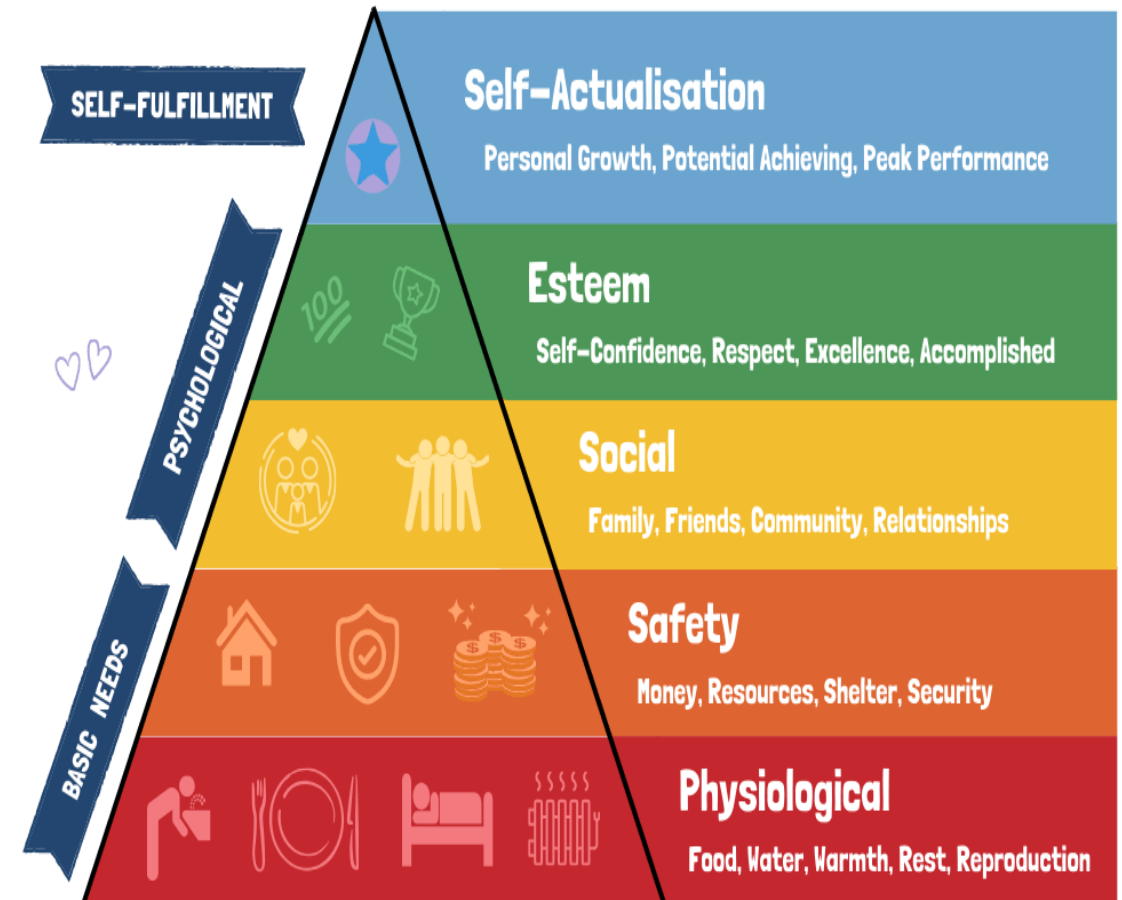
•**Tailoring Persuasive Messages:** Once you've identified the audience's needs, you can tailor your persuasive messages to address those needs. For example, if an audience is struggling with basic survival, appeals to higher-level needs like self-actualization might not be effective.



MASLOW'S HIERARCHY OF NEEDS



Abraham Maslow's Theory (1943) showing the levels of human needs we seek to fulfill, which motivate our behaviour



•**Motivational Appeals:** By understanding Maslow's theory, communicators can choose which needs to appeal to in their persuasion efforts. For example, if you are trying to convince people to adopt a new product or service, you can frame it as a way to fulfill their need for safety, social belonging, or self-actualization.

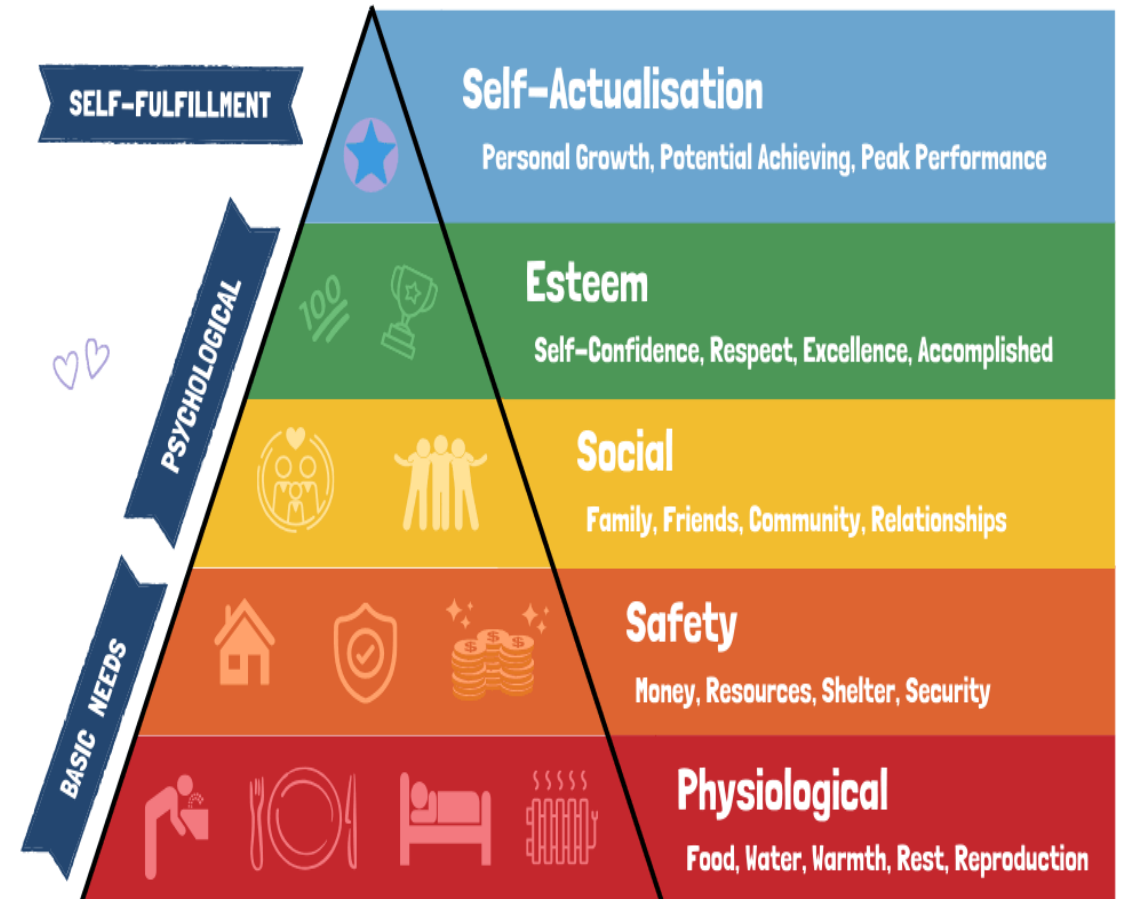
•**Enhancing Influence:** By understanding and addressing audience needs, communicators can increase their influence. When people feel that their needs are being met or that a proposed change will benefit them, they are more likely to be persuaded or influenced



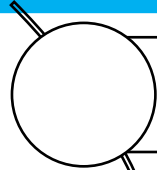
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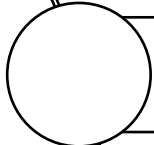
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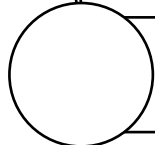
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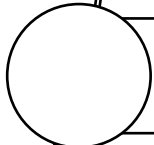
Asserting – you insist that your ideas are heard and you challenge the ideas of others



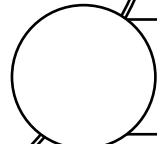
Convincing – you put forward your ideas and offer logical, rational reasons to convince others of your point of view



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

The best leaders have these 4 key influencing skills:

- Organizational Intelligence:** They understand how to get things done and embrace the reality of working within organizational politics to move teams and important initiatives forward.
- Team Promotion:** Leaders cut through the noise to authentically and credibly promote themselves — while also promoting what's good for the entire organization.
- Trust-Building:** Because leadership often involves guiding people through risk and change, trust is essential.
- Leveraging Networks:** No leader is an island. They are empowered by their connections with others.

4 KEYS TO INFLUENCE OTHERS

1. ORGANIZATIONAL INTELLIGENCE
2. TEAM PROMOTION
3. TRUST BUILDING
4. LEVERAGING NETWORKS



Always Remember

We are not born leaders with an innate ability to persuade others. We must actively cultivate the skills, and by doing so, we can thrive.



What does it mean to “Manage by Influence”?

Work influence is your ability to make a positive impact on others (actions, decisions, or points of view). Peers, employees, and leaders respect and seek out influential professionals. The receiver determines your level of influence. Real influence comes from impact, not status.



**Ask yourself which is more influence than
the other**
the manager or the leader??

LEADERSHIP

VS.

MANAGEMENT

LEADERS:

- SET THE VISION
- INFLUENCE AND INSPIRE PEOPLE
- DRIVE CHANGE, INTEGRITY AND SHAPE THE CULTURE
- PROACTIVE AND FORWARD THINKING



MANAGERS:

- IMPLEMENT THE VISION
- DRIVE PEOPLE TO GET THINGS DONE
- ENACT THE CULTURE
- REACTIVE AND SHORT-TERM FOCUS



what is the difference between leader and manager to influencing others

One responsibility of a **manager** is controlling a group in order to accomplish a specific goal.

on the other hand

Leadership, is the ability of an individual to motivate, influence, and enable other employees to make a contribution to the success of an organization

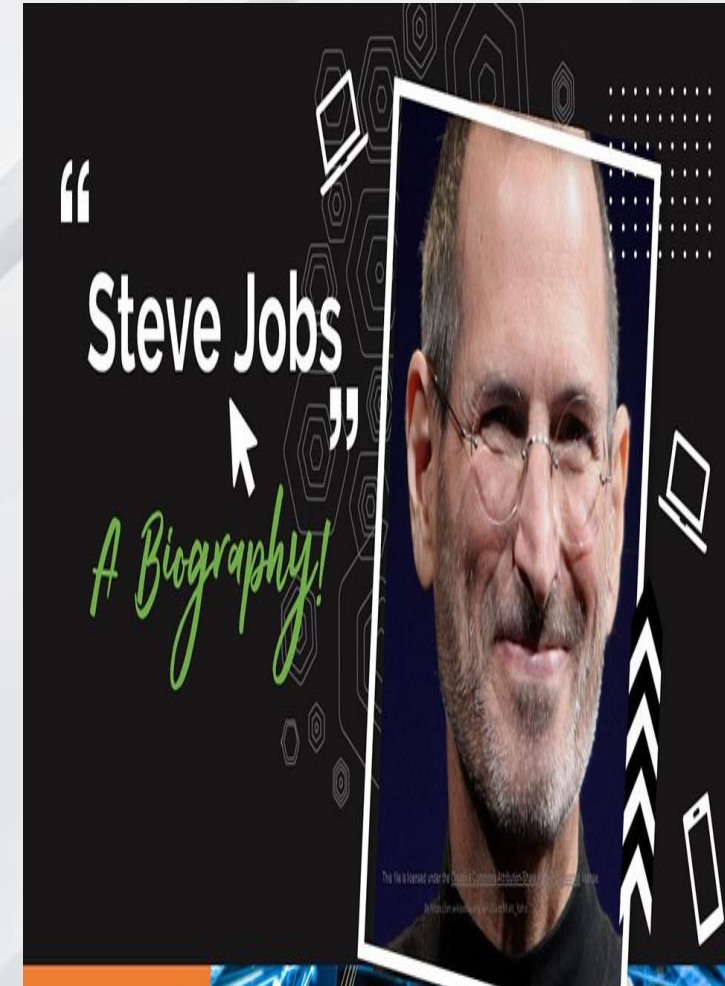
The important Differences Between a Manager and a Leader

leader	Manager
Invents or Innovates - comes up with new ideas - developing new techniques and strategies for the organization - has immense knowledge of all the current trends, advancements, and skillsets—and has a clarity of purpose and vision	Organizes - is someone who generally only maintains what is already established. - needs to watch the bottom line while controlling employees and workflow in the organization and preventing any chaos.
Inspires Trust is a person who pushes employees to do their best and knows how to set an appropriate pace and tempo for the rest of the group	Relies on Control are required by their job description to establish control over employees
Asks the Questions “What” and “Why” requires to assess and analyze failures and try to change	Leans More Toward the Questions “How” and “When”: helps them make sure that plans are properly executed.



Influential people are:

- confident
- trustworthy
- positive
- focused
- goal oriented
- action oriented



7 key qualities are a great start to your influencing techniques

- Appreciate others.
- Make quality decisions.
- Be clear in your message.
- Engage the audience.
- Give and receive feedback.
- Solve Problems.
- Be innovative.



Most Important influence Skills needed for successful Entrepreneurs

- Creativity
- Leadership
- Communication
- Problem solving
- Emotional intelligence
- Decision-making
- Strategy
- Time management



Most Important influence Skills needed for successful Entrepreneurs

Active listening
Self-confidence
Critical thinking
Collaboration
Ethics
Teamwork
Learning
Stress management





**Tips to being an
effective
“Influencer”**



Tips to Influence Other People

Build trust and be consistent

- build a solid rapport and a genuine concern for an individual before endeavoring to direct them towards a certain outcome. You must act with authenticity, demonstrating that you are trustworthy and that your primary goal is to help.

Be present and connect

- being an active listener, you gain insight into what is driving the other person emotionally. Once you understand the emotional factors steering their thinking, you can demonstrate that you understand them, and your conversation will advance.

Ask to understand

- Before you can motivate someone, you need to understand their core values and driving forces. Are they hoping to make a difference in the world, gain admiration from their peers or advance their career? What is fundamentally essential to them? What are they going through in their life?



Tips to Influence Other People

Educate and encourage

- The most compelling way to teach a lesson is to inspire through storytelling, and case studies. encourage others to discover the answers by themselves. The easiest way to persuade someone is by helping them persuade themselves.

Confirm suspicions and acknowledge objections

- If there is an element of truth to any suspicion they may have, deal with it head-on. Nobody can expose your weaknesses in a better light than you. Doing so will also bestow you with credibility and allow you to resolve their concern before giving them the chance to object.

Praise sincerely

- compliment the person you are trying to persuade. Make them feel important, and show admiration.
- Every person seeks out sincere praise. But be mindful of the fine line between acclaim and flattery, as fawning can turn a person off.

Tips to Influence Other People

**Challenge
and
encourage**

- Nothing mobilizes attention, or energizes us, better than a challenge that demands we stretch our knowledge, boosts our skills and enhance our ability to reach another level of success

How to develop and improve your influencing skills

Soft skills are now the backbone of many job descriptions. Influencing, persuasion and communication skills cannot be overstated to advance professionally.

Human Resources and hiring managers actively pursue candidates with certain keywords indicating influence. Companies understand that these skills are a return on their investment.



How to develop and improve your influencing skills

Forming connections with other professionals through **networking and relationship building** are essential parts of improving influencing skills.

Networking allows you to get to know other people in your industry, which can open doors and provide opportunities to influence others.

Principles to Remember

Do:

- Cultivate personal connections with colleagues so they assume positive intent when you attempt to influence them.
- Make it clear to your colleagues that you value their opinions.
- Take steps to develop expertise by attending conferences or taking on a leadership role in a professional organization.



Principles to Remember

Don't:

- Worry that your attempts to gain sway are manipulative. You're being strategic.
- Slouch as you talk. Standing up straight with your shoulders back helps you come across as confident and commanding.
- Use "I" too much. In your quest for influence, talk about how your ideas will benefit the entire organization and how "we" will see value.

Think with yourself

**Does every social media influencer is
an entrepreneur ??**



Many influencers take on the role of an entrepreneur by starting their own business and marketing it to their audience. More than this, many companies directly hire influencers to use and sell their products using their influencer platform. So, yes, an influencer can be an entrepreneur, but not all are.

Social media influencers

are individuals who utilize social media platforms to build their own personal brand or influence their followers to act (including buying products, supporting a brand, or vacationing in a certain location)

J.J. Abrams, "Apple Fanatic":

TV series creator J.J. Abrams can influence other people to buy certain products by saying how much he likes the product.



Case study

Oprah Winfrey

Oprah Winfrey

Born: January 29, 1954

Chairwoman and CEO
of Harpo Productions

- Talk show host, television producer, author, and leading philanthropist
- Richest self-made woman in America



Why is Oprah Winfrey an influential person and how did she inspire others?

Oprah is known as one of the most influential and successful people in the world.

Oprah Winfrey is considered a role model to many individuals because of her tough childhood, wonderful charity work, her schools, and the true relationships with her fans.

Oprah stands out among many people on her ability to feel others' pain and help those people get through their troubling times.



What has Oprah Winfrey done to help the world?

Oprah has long believed that education is the door to freedom, offering a chance at a brighter future. Through her private charity, she has awarded hundreds of grants to organizations that support the education and empowerment of women, children and families in the United States and around the world.



How does Oprah contribute to the economy?

The Oprah Effect was a boost in sales for companies and individuals featured by Oprah Winfrey, queen of daytime talk shows, on her TV program. Several well-known individuals with talk shows, such as Dr. Phil and health-expert Dr. Oz, received an initial boost to their careers from Oprah.



What are unique qualities of Oprah Winfrey?

Oprah's Key Behavioral Traits

Adjectives: Lively and social, caring, supportive, optimistic, ambitious, driven, focused, resilient, persistent, bold, strong, determined, confident, passionate, fast-paced and people-focused.



What skills made Oprah Winfrey successful?

Oprah's 5 Transferable Skills That Make Her Our Pick for President

The woman can communicate. Read any tome on leadership and a fundamental skill is the ability to effectively communicate a message. ...

She puts people first. ...

Her track record says one thing: success. ...

She's resilient. ...

She's innovative.



Oprah's message

Her message and example of positivity

“live your best life”



TITLE OF SLIDE

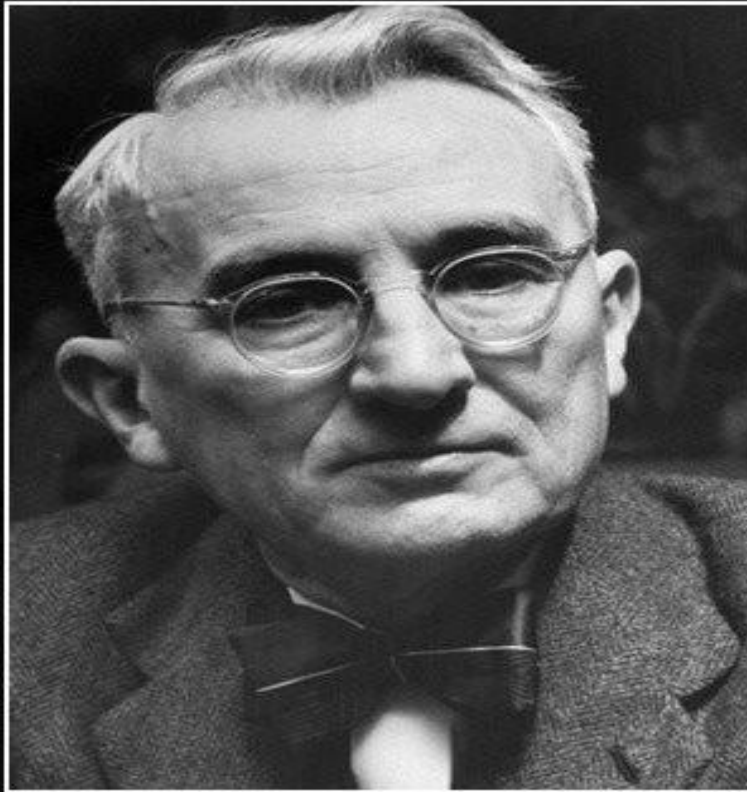


**Use your influence to make
impact and help others grow.**

Sunday Adelaja

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TITLE OF SLIDE



The only way on Earth to influence
other people is to talk about what
they want and show them how to
get it.

— Dale Carnegie —

AZ QUOTES



Exercise and activity

- Consider a situation where you are trying to influence a situation / person
- What is your natural style?
- Validate which style should be used – understanding the audience and situation
- Plan your approach – i.e. what you are trying to influence / what you can say or do in order to achieve your desired outcome?

In the live session we can give feedback to each other about our situation examples



Thank You