



مجموعة جامعة
الجميع الذكية
للتعليم القابضة

MIDOCEAN
UNIVERSITY

Influence and Negotiation Skills

Introduction to Influencing skills

Prepared by:

Dr. Bothaina Mahmoud Fouad

College of
Entrepreneurship and Innovation

Code ENT623

Lecture 2



Lec. 1 Overview

The main points:

- To share some defining and key concepts of influencing.
- To highlight some qualities and skills to influence others.
- How to develop and improve your influencing skills
- Case study and activities





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

— *Brian Tracy* —

AZ QUOTES

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



مجموعة جامعة
الجميع الذكية
للتعليم القابضة



From where we can start ???



- *Who am I attempting to influence?*
- *What is the situation? How much support do I need?*
- *Why do I need this person's support of my idea?*
- *What tactics can I use, and how can I establish rapport?*
- *What responses do I anticipate?*
- *What mutual points of agreement can I use?*
- *How can I end on a positive note no matter what the outcome is?*



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.





Why are Influencing Skills Important?

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.

Persuading

Developing a line of reasoned argument

Backing up points with logic. Using positive language.

Emphasising the positive aspects of your argument

Getting your points across in a calm, but assertive manner

Tactfully challenging the views expressed by others you disagree with

INFLUENCING

Being able to persuade others & negotiate to reach agreement

Handling objections to your arguments. Identifying common ground

Negotiating

Listening to the needs of the other party

Getting an agreement acceptable to both sides: win-win. Establishing trust

Knowing when to compromise: making concessions for agreement

Using open, encouraging body language

Bruce Woodcock, bw@kent.ac.uk
University of Kent Careers Service

5 influencing Styles



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

What factors can affect behaviour

Behaviour 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.



**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, Con't

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

- 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.

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, Con't

**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

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

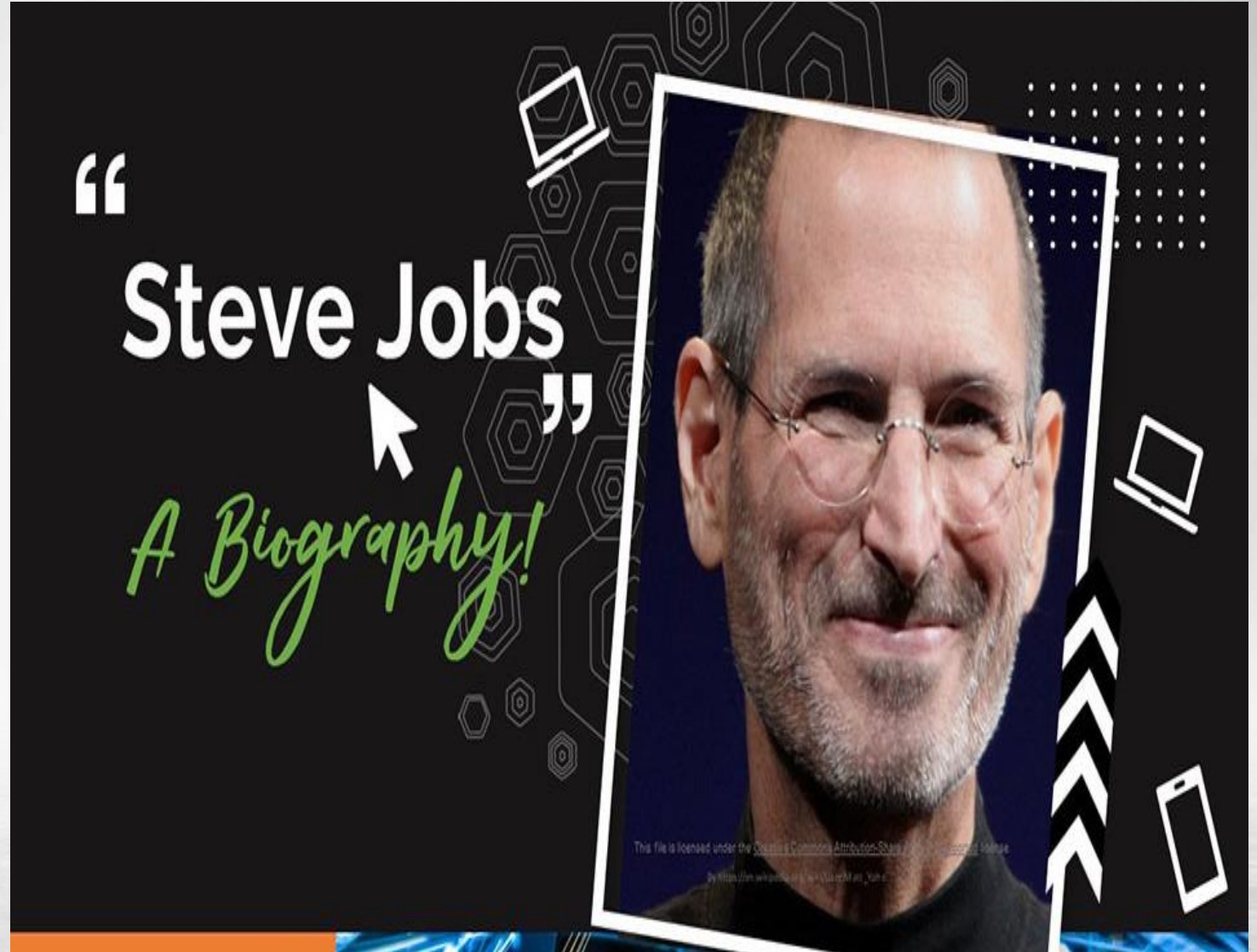
- Leadership, is the ability of an individual to motivate, influence, and enable other employees to make a contribution to the success of an organization

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,con't

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



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 ??**

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”





Use your influence to make
impact and help others grow.

Sunday Adelaja

“ quote fancy ”

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?
- Pick a partner and role play – give feedback to each other



مجموعة جامعة
الجميع الذكية
للتعليم القابضة

MIDOCEAN
UNIVERSITY

Thank You

