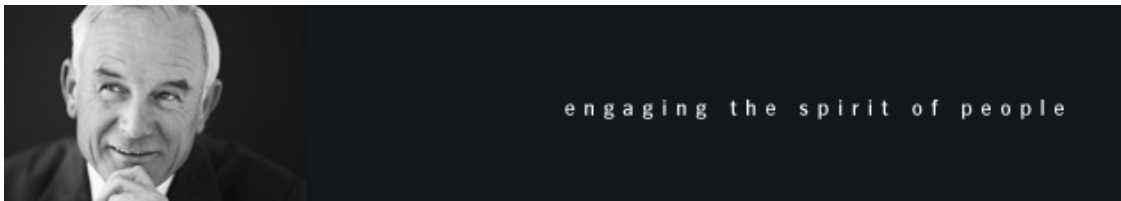


# What is Influencing?

**in·flu·enc·ing -verb** Having an effect on what people Think, Feel, Say & Do.



We all have the competence to influence, but often lack the confidence to use it to best effect.

Some hints & tips:

In preparing to influence, consider:

- What are the other person's key objectives? Are they ambitious?
- What is going on for them at the moment work wise? Are they under pressure?
- What will they gain or lose if they fail to use your idea?
- What is the key hook you can offer to get them to want to hear more?
- How can you link things back to their key objectives?

Influencing process- key stages:

- Establish rapport
- Gather their views and interests
- Over view of how you or your idea might help
- Discuss in more detail how it would work
- Discuss how it will benefit them
- Check how comfortable they are and is there anything to agree

Leaders need to have a positive effect on what their followers **Think, Feel, Say & Do.**