

Collaboration Series

Convincing (Influencing)

"When the conduct of men is designed to be influenced: persuasion, kind unassuming persuasion, should ever be adopted..."

Abraham Lincoln, 16th president of US (1809 - 1865)

Hierarchies are getting flatter and workers are responding differently to their leaders. Polls show that people today have become less deferential to authority. Influencing - the ability to effect changes in others through persuasion and attraction rather than coercion- is becoming more necessary. The leader's position and power in the organisation might not be sufficient to influence and motivate others to do something. By being proficient in influencing, the leader can more effectively achieve desirable goals and outcomes.

Our objective is to develop the ability to use appropriate influencing strategies and tactics with different scenarios and people. Influencing is not all sweet-talking. It utilises hard or soft persuasion strategies or both to affect others' actions, thinking and attitude. Mastery of this competency hinges on the ability to evaluate the person and situation and decide the right influencing strategy to use. Next, the effective use of the selected influencing strategy will determine the success of the strategy. This program is influenced by Robert B. Cialdini's classic "Psychology of Persuasion".

Assessment Tool

Influencing Strategies Profile developed by DistincTions Asia.

Objectives

Duration: 1 or 2 days

- Understand Influencing as a collaboration and not coercion
- Know and apply the Influencing process:
 - o Determine the Influencing objectives
 - o Assess the situation
 - o Decide the appropriate strategy and tactic to use
 - o Apply the strategy
 - o Debrief the impact and outcome
- Understand the criteria affecting the Influencing situation:
Personality, Power Relations, Personal Motivation, Possession of Information
- Learn and practice Influencing strategies:
 - o "Hard" Asserting Strategies:
 - Commitment & Consistency
 - Authority
 - Scarcity
 - o "Soft" Attracting Strategies
 - Reciprocation
 - Social Proof
 - Liking
- Learn and practice communication skills core to influencing others.
- Using the Influencing action template

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