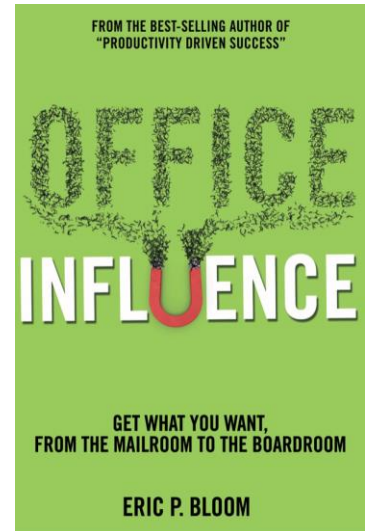
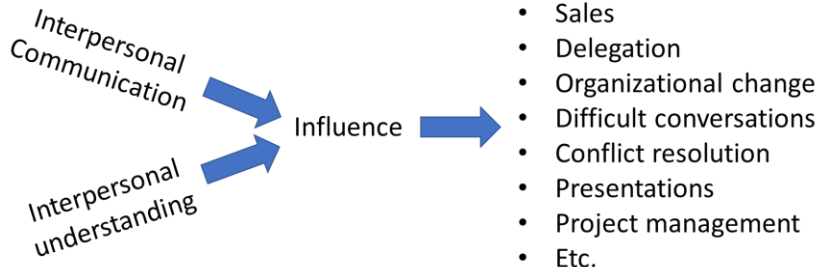


# Leading through Influence

## Definition of Office Influence

Office influence is the ability to move a person's thinking, actions and/or decisions in a way that forwards your business objectives.



## *Influence-Based Negotiation*

### **Reciprocity**

Doing small, nice things for those before the negotiate starts with will build goodwill toward you and instill a small feeling of obligation to return the favor during the negotiation.

### **Combine “Problem/Vision Statements” into a single message**

If you can get the other person to agree with your vision, your position greatly increases because all future discussions as based on your future vision.

### **Taking logistical control**

By scheduling the meetings, ordering snacks, etc., you set a precedent as the leader which can carry forward into the negotiation discussion

## *Influence-Based Organizational Change*

### **Delegated authority**

Gain the support of the organizational leader or team influencer and use their authority to push your agenda

### **Consistency**

If you can get the person or group to make a small change first, then it makes larger future changes more likely

### **Statement Repetition**

By strategically and consistently bringing forward the same message, people will slowly move toward your desired change

# Leading through Influence

## *Influence-Based Delegating*

### **To staff: Recognition and appreciation**

Simply recognizing and appreciating people for their efforts, hard work, and positive results motivates them to do the same on their text task you assign them.

### **To peers: Loyalty**

Show loyalty toward those you are delegating to and they will show their loyalty through motivation to do the task.

### **To vendors: Pay them quickly**

If you pay your bills quickly, sooner than industry norms, you will get a rapid response from your vendors because they know they will get paid immediately.

## *Influence-Based Conflict Resolution*

### **You and Another Person: Action/reaction**

Act how you would like others to act toward you. For example, calm, willing to listen, or focus on the present.

### **Between Two Other People: Provide a vision of mutual gain**

Find a way for them to mutually benefit by ending their conflict.

### **Two People Reporting to You: Become the shared enemy**

Show that you are equally mad at them both, causing the dynamic of "The enemy of my enemy is my friend."

## *Influence-Based Presentation Success*

### **Step 1: Participant Research**

Researching the participants to decide who must be influenced and what types of influence are required prior to your meeting.

### **Step 2: Pre-Meeting Influence Tactics**

Starting with the decision makers, speak with each of the participants individually to assess their willingness to support your proposal. Then make small changes to your presentation based on their advice so they feel ownership.

### **Step 3: Stand in the position of power**

Stand where the most senior person in the room stood when they last spoke, it's the "location of authority."

# Leading through Influence

## *Influence-Based Project Management*

### **Stakeholders: Communicate both good and bad**

It builds trust and when issues arise it may facilitate the ability to get additional resources if needed.

### **Dotted-line staff: Following administrative manager's processes**

The easier you make it for the administrative manager to do their job, the easier it will be to get their employees again in the future.

### **Compliance and Regulatory: Communicate early and often**

Showing a willingness to seek and accept their guidance makes it more likely that they will quickly respond to you on project time-sensitive related issues.

## *Influence-Based Sales*

### **Building your "Reciprocity Bank"**

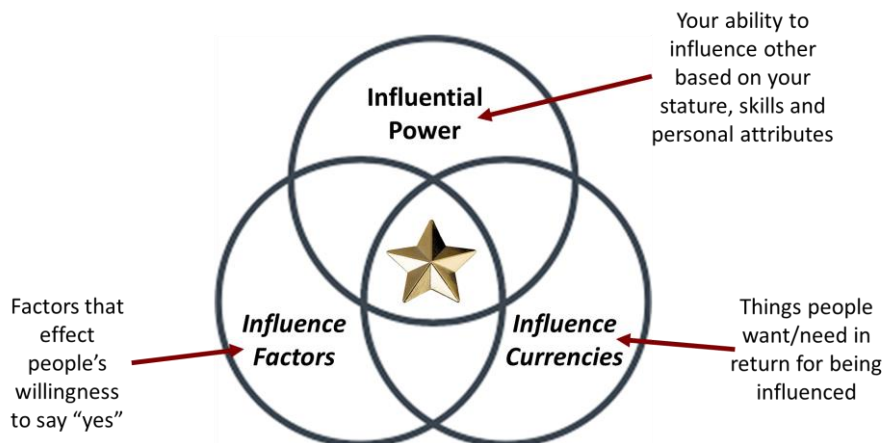
Do unexpected small (or big) favors for your clients, such as introducing them to important contacts or provide little know relevant information. Then, when they're ready to buy they will often return the favor by coming to you.

### **Action/Reaction**

Strategically perform actions with the intent of causing a desired reaction. For example, if your clients are slow returning phone calls, return their calls quickly, prompting them (through guilt or reciprocity) to call you back more quickly.

### **Liking**

Spend time talking to your client about non-work-related common topics, it builds a business friendship making it more likely that they'll buy from you.



# Leading through Influence

## *Cialdini's Six Principles of Influence*

- 1. Reciprocity:** People generally return favors and treat others as they have been treated.
- 2. Commitment/Consistency:** Once people have committed to something, they are more inclined to go through with it.
- 3. Social Proof (safety in numbers):** People often look at the behaviors of similar others for direction on choices.
- 4. Liking:** People are more likely to be influenced by people they like.
- 5. Authority:** People are more easily persuaded by individuals perceived to be legitimate authorities, including people in uniform and those with certificates and diplomas.
- 6. Scarcity:** Things are more attractive when their availability is limited or we may lose the opportunity to acquire them.

## *Cohen-Bradford Influence Currencies*

### **1. Inspiration-Related Currencies**

Vision  
Excellence  
Moral/ethical correctness

### **2. Task-Related Currencies**

New resources  
Organizational support  
Assistance

### **3. Position-Related Currencies**

Recognition  
Visibility  
Reputation

### **4. Relationship-Related Currencies**

Understanding  
Acceptance/inclusion  
Personal support

### **5. Personal-Related Currencies**

Gratitude  
Ownership/involvement  
Self-concept/Affirmation

## *Eric Bloom's Influence Attributes*

### **Internal Attributes**

Confidence  
Trustworthiness  
Respectfulness  
Humbleness  
Optimism  
Open Mindedness  
Empathy to Others  
Loyalty to Others  
Ability to be Calm  
Transparency  
Humor  
Being Authentic  
Courage  
Vision  
Motivation  
Proactive Nature  
Creativity  
Commitment  
Flexibility  
Determination  
Responsiveness

### **External Attributes**

Delegated Authority  
Friends and Allies  
Industry Contacts  
Thought Leadership  
Industry Activism  
Follow Through  
Showing You Care  
Leading by Example

### **Professional Stature**

College Degrees  
Certifications  
Job Title  
Awards  
Accomplishments  
Experience  
Learned Skills  
Learned Information

### **Interpersonal Skills**

Emotional Intelligence  
Body Language  
Ask Purposeful Questions  
Active Listening  
Conflict Resolution Skills  
Difficult Conversations  
Public Speaking Skills  
Written Communication

### **Business Skills**

Teambuilding Skills  
Ability to Run Meetings  
Mentoring Skills  
Negotiation Skills  
Strategic Planning Skills  
Goal Setting Skills  
Time Management Skills

***Contact us now if you would like Eric to speak at your next event or provide training at your company!***

# About the IT Management and Leadership Institute

The Information Technology Management & Leadership (ITML) Institute is the governing body for two IT leadership certifications:

- **Information Technology Management and Leadership Professional (ITMLP)**
- **Information Technology Management and Leadership Executive (ITMLE)**

Over the years, hundreds of people have received ITMLP and ITMLE training, taken the exam and become certified. The knowledge they have gained and the credibility it provided has been of great value to their careers and the companies they serve.

The ITML Institute is dedicated to help IT professionals, supervisors, managers, directors and future CIOs be as successful in their management endeavors and their career advancement!

## **Information Technology Management and Leadership Professional (ITMLP)**

The ITMLP Certification contains a collection of ten key IT topics designed to increase the effectiveness of new and would-be IT managers by widening their knowledge of IT. It includes techniques to enhance user satisfaction, providing insights into motivating technical professionals, and providing information on the use of various IT best-practices.



## **Information Technology Management and Leadership Executive (ITMLE)**

IT executives must be more than just technical. They must have well developed people-skills, a broad business view, solid business acumen, superior communication, strong management capabilities, and exceptional leadership capacity. The ITMLE is a rigorous, down-to-earth, and practical certification program that provides the well-balanced foundation needed to bring superior competitive IT advantage to their company and accelerated career growth for the participants.



**Contact today and learn how our certifications, IT Training programs and other Institute resources can be of value to you and/or your IT organization!**

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