

Advantage

The Influence Inside™ Mini Learning Journey

Influence Strategy Tool

From Ocean Beach Consulting

apg1.us/influence-learning-journey

Influence Strategy Tool

To start, answer only the first 2 questions. Then save this PDF to your computer where you can easily return to it. Complete the rest later.



influence inside™

Who are my stakeholders?

What do I want to influence them on?

Stop here and save this PDF to your computer where you can return to it. Next, take the [Influence Readiness Self-Assessment](#).

What is important to them in relation to this influence topic?

CREDIBILITY

What will I do to build more trust with this stakeholder?

How will I increase the perception of my competence?

COMMON GROUND

What are the goals and expectations of this stakeholder?

What open-ended questions will I ask to learn more about their needs?

Where is there an opportunity to practice a “Yes/And” strategy?

COMPELLING POSITIONS AND EVIDENCE

What data will be most compelling to this stakeholder?

How will I present it with a story, metaphor or example?

CONNECT EMOTIONALLY

Select the emotion that will most appeal to this stakeholder:

- Pain:** What is their current fear or picture of future pain?
- Pleasure:** What hopes would speak to them?
- Purpose:** What greater good or positive impact could inspire them?

How will I adapt my communication style for this stakeholder?

ACTION PLAN

What actions will I take to increase my influence power with this stakeholder?

This form is best completed in Adobe Reader.

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For more information about Influence Inside™, please contact Advantage Performance Group • www.advantageperformance.com • 800.494.6646



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CREDIBILITY

- How can I establish trust?
- How can I establish perceived competence?

CONNECT EMOTIONALLY

- How can I connect with their desires, hopes and fears?

KNOW YOUR STAKEHOLDER

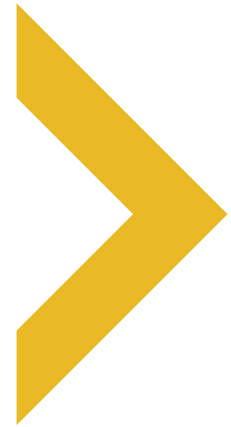
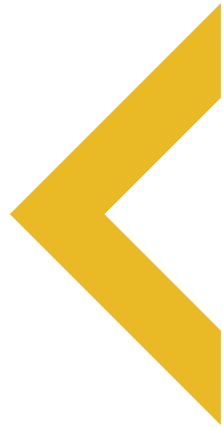
COMMON GROUND

- What is the benefit to them?
- How can I speak in a way that reflects their needs?

COMPELLING POSITION & EVIDENCE

- What evidence do I have?
- How can I present it in a meaningful way?

Derived from: Jay Conger "Winning 'Em Over"



Push

Stories

"Once... but one day... because of that... until finally... and ever since then..."

Metaphors/Examples

"The...(topic), is like...(image), because..."

Expertise Statements

"Based on my experience..."

"I have learned..."

"Because of that, I recommend..."

Pull

Listen

"It seems like you..."

"I sense you..."

"So you think/feel..."

Ask Questions

"What are your thoughts about...?"

"How do you feel about...?"

Yes, And...

"I agree with x and in addition I also think we need to..."

Influence:

The ability to present a new idea in a way that leads others to support it.