THE SOCIAL CONSTRUCT OF BEING AN INFLUENCE
Myths and Stereotypes

- “I’m not old enough.”
- “It is irrelevant.”
- “I’m not wise enough.”
- “I’m too busy.”
- “I don’t have the ability.”
- “I’m not a good speaker.”
- “I don’t have the right personality.”
- “I can’t fine anyone.”
- “I’m not perfect.”
Harnessing the Science of Persuasion
by Robert B. Cialdini

The Six Universal Truths of Influence

Liking
“People like those who like them.”

Consistency
“People align with their clear commitments.”

Reciprocity
“People repay in kind.”

Social Proof
“People follow the lead of similar others.”

Authority
“People defer to experts.”

Scarcity
“People want more of what they can have less of.”

Uncover real similarities and offer genuine praise.

Give what you want to receive.

Highlight unique benefits and exclusive information.

Use peer power whenever it’s available.
Influence People

Influencing Styles

- Reasoning
- Requesting
- Bargaining
- Bridging
- Inspiring
- Minimising

Http://www.power-hour.co.uk – Bite Size Training Materials
A Person of influence must be:

- Purposeful
- Relational
- Objective
- Vulnerable
- Incarnational
- Dependable
- Empowering
- Resourceful
Be Strategic

What is your goal?

Who else will benefit directly from achieving your goal?

Who benefits from the status quo?

Who do you need to influence?

Who are the people/groups close to them?