

INFLUENCING FOR SUCCESS TOOLKIT

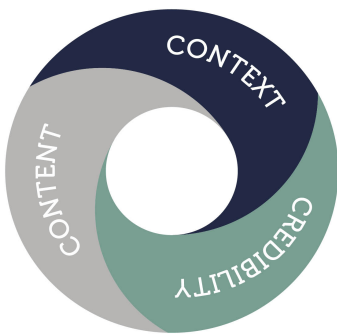


“BE BRAVE ENOUGH TO START A CONVERSATION THAT MATTERS”

MARGARET WHEATLEY

PREPARATION IS KEY TO SUCCESS

THE 3 ‘C’S OF INFLUENCE



- In order to maximise your chances of influencing success you need all three components

CONTEXT - UNDERSTAND YOUR STAKEHOLDERS

- Use your stakeholder map to identify who you need buy-in from
- Who are your key stakeholders? Who are your opponents and advocates?
- Are you visible to them? What could you do to:
 - Raise your profile? (more to come on this in a future session)
 - Share your aspirations?
 - Spend more time with them?
- Understand your stakeholders – What are their priorities? What are their constraints? What information do they need in order to say yes?
- How does this audience best receive information?
- What might their objections be and how will you handle these?
- What are your barriers to influencing your stakeholders? How will you overcome them?

PREPARE FOR YOUR ASK – KEY QUESTIONS TO ASK YOURSELF (USE THE PERSUADING PYRAMID)

- Define success – Be clear about what you want, why you want it and the outcome you want to achieve
- How does this fit the big picture and/or add value?
- Who is your audience and what is the benefit to them?
- Use the persuading pyramid to prepare your content
- What is your business case? Do your research and know your contribution to the organisation
- Understand your boundaries – what is not acceptable?
- What will your plan B be?
- How will you handle objections? Use the persuading pyramid and re-think your ask
- When is the best time to ask?

CONTENT - HAVING THE CONVERSATION

- Before the meeting set your intention. Who do you need to be to get the best outcome?
- Build rapport - before asking what you want
- Share your business case/your evidence
 - Your value to the organisation/contribution
 - What you want – e.g. pay-rise/promotion/flexible working etc
 - What difference it will make and benefits to the organisation
 - Your allies – who is supporting you on this?
- Take the other persons perspective, be curious and empathetic
- Give options to show your flexibility
- Approach from a collaborative perspective – how can we solve this together?

REFLECT & TAKE ACTION

What stops me from asking for what I want?

Now I am aware, what will I do to make sure I speak up?

How can I build credibility with my stakeholders?

What evidence do I need to support my case? How can I make sure I'm always prepared?

Who are my allies?

Which of the above tips (or one of your own) do you commit to do in the next week?

