

Influencing Leaders

Tool for Facilitators

To effectively influence leaders:



BE CLEAR ON YOUR **OBJECTIVE** –
WHAT DO YOU WANT TO
ACCOMPLISH?



KNOW YOUR **AUDIENCE** – WHAT IS
IMPORTANT FOR THEM?

Apply the 3 ways to influence:



Logical Appeals

- Use numbers and objective data to support your position
 - Speak clearly and confidently
- Develop a reputation for being an expert
 - Use open body language
- Indicate your expertise (use industry-specific knowledge, jargon)
- Show that high-status people support your ideas

Emotional Appeals

- Tell stories and use images that connect with your audience
 - Show that similar others are doing what you are asking of this person
 - Show that others have succeeded
 - Share testimonials of similar others (endorsement)
- Mention recent events that make your proposal even more relevant
- Use tangible objects to illustrate new ideas

Cooperative Appeals

- Demonstrate a high-level of energy
- Draw on similarities with your audience
- Ask questions and listen to your audience concerns
- Give as much as you can: volunteer work, introduce them to your network contacts, share resources, information, tools, as well as personal support and assistance

Non-Verbal Influence

Eye-contact increases your likeability and credibility

Mirroring behaviors leads you to be perceived more confident and more persuasive, more likeable too

Relaxed facial expression

Stand up, move around, use the space, “get close” to the person you're trying to influence



Time of the Day

- Rest and replenishment of glucose are key mental resources.
 - When we're rested and we have glucose as the key fuel for our brain, we're much more likely to engage with a proposal; much more likely to consider it thoroughly.
 - When we're tired and we feel mentally depleted, we're not likely to engage. We're much more likely to take an easy way out.
- Best times to present your ideas: early morning or after breaks.

Build your Reputation

Consistently leave your audience more driven, more motivated, more energized.

Think of how you can help your audience develop an idea or solve a problem.

Apply our influence model to be successful:



Know your skill set
(self-awareness)

Perform at a high
level

Demonstrate self-
confidence

Know how to
navigate workplace
politics (diplomacy)

Have effective
networks inside
and outside the
organization