Effective influencing
Aims

• Raise awareness of potential for influencing
• Identify effective influencing skills, behaviours and techniques
• Share the power of stories
• Consider what success looks and feels like
What do we mean by ‘influencing’?

An action exerted imperceptibly or by indirect means, by one person or thing on another so as to cause changes in conduct, development, conditions etc....

Moral or political power over or with a person or group

Oxford English Dictionary
Influencing skills

- Prepare well
- Take charge of the room
- Create rapport

..........listen, engage, respect, reach out to, smile, good body language – use energy, passion, be aware of voice
Influencing skills

Use your power well

“The most common way people give up their power is by thinking they don’t have any”

Alice Walker American novelist
Influencing skills

Use your authority wisely

- What does authority mean to you?
- Think of a time when you used your authority to influence someone or a group or meeting?
Influencing skills

In discussion with another person.....

- Share with each other a real story when you used the power of stories to influence and make a change or improvement in e.g. services
- Identify what you did that worked and how it worked, and what didn’t work and why?
Taking steps

- With a partner, think of a change you want to make to improve your life, or a service or project you’re involved with
- What influencing skills or behaviours do you have to offer?
- What influencing skills or behaviours need to strengthen and improve?