

EP 040 INFLUENCE

SHOW NOTES

OBJECTIVE

> Develop an understanding of influence.

UNDERSTANDING INFLUENCE AND PERSUASION

Influence is having a vision of the optimum outcome for a situation or organization and then, without using force, manipulation or coercion, **motivating people** to work together toward making the vision a reality.

Persuasion is presenting a case in such a way as **to sway the opinion** of others, make people believe certain information, or motivate a decision. Persuasion generally achieves compliance.

Influence involves **trust and a relationship**, where persuasion deals more with solid facts and figures which are manipulated to get the desired outcome. When it comes to influence, your reputation is your best asset.

CHARACTERISTICS OF INFLUENTIAL PEOPLE

1. **Vision.** Influential people have big dreams and vision and everything they do is a step towards making it a reality.
2. **Clarity and Consistency.** Influential people can communicate their vision with clarity and they take pains to avoid contradiction or hypocrisy, and they do it over and over again with reliance and consistency.
3. **Listening.** They listen. They ask questions about the other persons and really listen to what they say. This is the best way to get someone on their side.
4. **Keep Cool.** To get people to listen to what they say, influential people remain calm and composed. This impacts positively on how people perceive them and whether they listen to what they say.
5. **Adapting.** Influential people understand that while their message is constant, the medium is evolving. They adapt to new technologies and approaches in order to change with a changing world and stay relevant and effective.
6. **Ease.** They put people at ease by inviting contributions and interactions. They inspire and excite people, and foster a culture of trust and loyalty that drives the business forward. They form teams that back each other up.
7. **Keep Communication Going.** They are expert communicators that excel at cutting through the noise and keeping everyone on track. They make sure everyone gets the communication and attention they need.

APPLICATION

> Write down one way you can develop your influence, for each of the seven characteristics of influential people.

RESOURCES

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