The Power of Influence
Influencing vs. Command & Control

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Can I Influence You?

McDonald’s Coffee Case
$3 Million is Reasonable!
The Facts Don’t Matter .......
If No One Believes You

• The **FACTS** don’t matter!
  – Politics
  – Marketing vs. Finance

• Literally a matter of life and death.
Servant Leadership

“There are only two ways to influence human behavior: you can manipulate it or you can inspire it.” Simon Sinek

- Robert K. Greenleaf, 1970

- Do those served grow as persons?
- Do they, while being served, become healthier, wiser, trustworthy, respectful, more autonomous, more likely themselves to become [servant leaders]?
Authority is OUT – Influence is IN

**Authority**
- Position and status
- Powerful and strong

**Influence**
- Competence and commitment
- Respect, admiration & trust
Keys to Influence

1. Make a personal connection so they listen. (If they're not listening— it doesn't matter what you say)

2. Put yourself in their shoes (Look for win/win opportunities)

3. Become a persuasivemessenger. (Be likeable and look the part)

4. Don't create conflicts and confrontations. (Make them feel good about you)

5. Get control of information and misinformation. (It's not all about the facts... but facts are important)
Connection is About How You Make Them Feel
When is “Sucking Up” actually “Sucking Up?”

- It’s not what you say....it’s how you make them feel.
Win/Win Attitude
Learn to Become **EVEN** More Likeable
We prefer to comply with the requests of people we like.

- We like, trust, and believe people who like us.
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Thank You!

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References