

The ROCK #10 - Influence

Influence is the capability that produces change of actions, change of opinions, and change of behavior of others.

Influence is who you are. A person has influence. It is something that you possess. Influence is turning your vision into reality by motivating and inspiring people. You can bring about change with the power of your style and personality. Over time, your style and personality build trust and credibility. This is how you gain Influence.

Steps to Build Influence

- Be Patient - Influence is built over time
- Build Trust - Be reliable, dependable, consistent, and honest
- Listen to People - Take an interest in their personal and professional lives to demonstrate that you care about them
- Praise People's Efforts - When you acknowledge the achievements of others, they feel safe around you and believe you are looking out for their best interest, and they respond in kind

Establishing a Trusting Relationship Through Influence

- Be honest, loyal, and respectful
- Get to know people, be curious about them, and seek to support them
- Listen to and act on what people tell you in a way that is beneficial to all
- Recognize people's accomplishments and make them feel good about themselves

Techniques to Connect Emotionally with Others

- Look others in the eyes when you are speaking to them or when they are speaking to you
- Match your postures and movements to your message
- Make your gestures and facial expressions clear and appropriate to your message
- Speak in terms that people can understand
- Pay attention to your appearance
- Vary your voice inflection
- Add humor
- Ask for feedback
- Have fun and smile!

Respecting the Feelings of Others

- Do not judge the feelings of others. This will build goodwill and trust.
- Let people make their point. Do not interrupt, this reduces communication.
- Suppress your emotions. This helps to build rapport and trust.
- Put your feelings on the "back burner." This shows respect and consideration for others.
- Show that you care for people.
- Listen. Listen. Listen.

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10 Tips for Better Listening

1. Listen to the right people
2. Learn the terms and phrases that people use when talking
3. Search deeper with your questions...ask open-ended questions
4. Feel the emotion people have about themselves and what they are doing
5. Listen with your eyes and ears
6. Do not be judgmental. Be impartial and neutral.
7. Avoid stereotypes. Do not assume.
8. Take notes if appropriate
9. Reflect on what you heard
10. Do not "One Up" what the other person said

Poor Listening Habits to Avoid

- Thinking about something else
- Multitasking while someone is talking
- Making listening a competition
- Making listening about how smart you are
- Listening is not about winning
- + Do not offer advice unless you are asked

Effective Listening Skills

- Prepare yourself to listen
- Open your eyes
- Sit or stand alert
- Put your thoughts and beliefs aside
- Act like you are interested
- Be patient
- Allow others to speak
- Sit back and listen
- Do not interrupt
- Do not finish someone's sentence for them
- Savor the silence of others
- Do not say anything when someone pauses or hesitates
- Give them time to gather their thoughts
- Give the space to express themselves
- Reassure them "Take your time, your opinion matters."
- Get rid of your internal noise
- Limit mind distractions
- Do not let your mind wander
- Focus on what they are saying and thinking
- Ignore distractions
- Concentrate on the other person
- Tune in to the person speaking
- Tune out everything else

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Strategies to Keep from Interrupting

- + Remain silent +Close your mouth +Open your mind +Take notes
- +Make listening your goal +Focus on the other person
- +Do not justify your interruptions +Do show signs of agreement

How to Show That You Care

- If you want to influence someone, you need to show that you care about the other person. One way is to ask the other person about themselves.
 - What are their interests, issues or concerns?
 - What motivates, inspires and keeps them up at night?
 - What are their goals and ambitions?
 - What are the things they are most proud of?
 - What is their biggest regret?
 - What is their greatest strength?
- Treat people as individuals and respect them
- Treat everyone equally
- Be kind to everyone
- Act as an advocate for a person
- Be candid and informative
- Keep confidences
- Listen and respond to the concerns of people
- Recognize the contributions of people
- Support people in their efforts
- Be helpful and respectful
- Help with a personal or professional project
- Help with challenging issues
- Sometimes "Holding their Hand" is all they need
- Remember, face to face meetings are the most effective personal touch

How to Make People "Love" You

- Share ideas and knowledge
- Offer help, even when they don't ask
- Be honest
- Deliver excellence
- Be consistent
- Keep Promises
- Be on time
- Communicate
- Do not surprise people
- Say "Thank You"
- Be responsive
- Introduce them to others
- Ask people for their help

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*People Want to Know You Care.
Show People You Care Through Words.*

Make a Phone Call or Write a Personal Note to Express:

- Encouragement
- Sympathy
- Congratulations
- Get well wish
- Happy birthday
- Holiday greetings

Handwritten Notes are So Effective Because They...

- Are unusual and personal
- Set you apart from everybody
- Make you appear more attractive
- Make you more memorable
- Show that you care enough to take the time to put "Pen to Paper"

Steps In The Use Of Handwritten Notes

- Look for the opportunities to write a note
- Make it true and authentic
- Use proper stationary
- Practice
- Make note writing a habit

12 Things That You Most Always Do

1. Show up on time
2. Be prepared
3. Dress the part
4. Treat others with respect
5. Have a genuine interest in people
6. If you can help someone -Do It!
7. Be generous in your words and actions
8. Do not be negative
9. Avoid judging and gossiping
10. Think about what words and actions fit the situation
11. Have a vision of the "End Game"
12. Make sure your ideas meet a person's needs

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Strategies to Overcome Resistance to Influence

In order to be successful, you need to be able to effectively influence people. When you influence people into changing their attitudes or behavior, you are allowing them to make their own choices, rather than forcing your choices on them. Not everyone is going to want to change. Here are a few strategies to overcome resistance:

- **Appeal to Their Beliefs and Values**
People are resistant to change and are really resistant to “Being Changed.” Do not threaten their core values. Appeal to them. Point out that their behavior is not in tune with their core values.
- **Point Out the Consequences of Their Behavior**
People will change their behavior if they understand that there are risks if they do not change. Show them what they stand to lose if they keep doing what they are doing.
- **Ask Relevant Questions**
It is easier for people to believe in an idea if they think it was their idea, not yours. Ask people what they think and want. Ask them what the best course of action is.
- **Be Prepared for Resistance**
Not everyone is going to think that your way is the best way. Listen to what they think. Put yourself in their shoes. Try to see things from their point of view. Find out their objections and come up with ways to addressing them.
- **Understand What Motivates Them**
Emotion is the greatest of all. It can be either positive or negative.

<i>Positive:</i>	<i>Love</i>	<i>Appreciation</i>	<i>Aspiration</i>
<i>Negative:</i>	<i>Guilt</i>	<i>Fear</i>	<i>Anxiety</i>

Be open-minded.

Let go of the emotional attachment to your own ideas.

What works for you may not work for others.

Keep your mind open to feedback.

Everyone doesn't like the same flavor of ice cream!

Techniques of Open Mindedness

- + Encourage all ideas that other people have
- + Do not evaluate or criticize ideas at first glance
- + Accept different viewpoints
- + Accept that disagreement does not mean somebody has to be wrong
- + Get rid of any anger that you may feel
- + Do not accuse or make fun of people
- + Ask questions about points of view that are different from yours
- + Listen to what the other person is saying
- + If you are uncomfortable with differences, seek to find similarities
- + Remain open to ideas that are different than yours
- + Be a collaborator
- + Get out of your comfort zone
- + If beliefs or values are contrary to yours, let this difference be okay
- + Look for little areas of common ground

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Appealing to the Values of Others

Personal Values - Beliefs based on experiences and circumstances

Loyalty Responsibility Honesty Trustworthiness Integrity

Social Values - Beliefs based on societies norms and behaviors

Justice Liberty Freedom Equality National Pride

Political Values - Beliefs based on the wants and needs of society

Welfare Democracy Civic Duty

Economic Values - Beliefs base on economic traditions, experiences and ideas

Finances Taxation Private Property Rights Supply and Demand Economics

Religious Values

Spiritual Worship Prayer

Institutional Values

Establish Goals Achieve Goals Courage Truthfulness Civility

Vision Values

Happiness Renewal Prosperity

To Know Yourself, Know What...

- You want in life
- Your strengths and weaknesses are
- You want to change about yourself
- You want to change about your life
- Inspires you
- Motivates you
- Brings you happiness
- You have achieved so far
- You want to relate to others
- Your most important values are
- What your most important beliefs are

What Are Values? Of Yourself and Others?

- + Service to others
- + Self control
- + Dependability
- + Tolerance
- + Curiosity
- + Accountability
- + Order
- + Being the best
- + Happiness
- + Love

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Values People May Have

It is important that you recognize different values people may have and think are important. To Influence you must know what values people have that may drive them to certain actions.

Intelligence	Accuracy	Clarity	Coolness	Effectiveness
Determination	Experience	Generosity	Charity	Excellence
Energy	Awareness	Dignity	Victory	Sympathy
Strength	Respect	Leadership	Knowledge	Power
Professionalism	Resourcefulness	Self-Reliance	Realism	Warmth
Originality	Self-Control	Dependability	Empathy	Credibility
Mental Agility	Achievement	Adaptability	Assertiveness	Bravery
Fairness	Duty	Ambition	Enjoyment	Charm
Focus	Decisiveness	Faith	Curiosity	Discipline
Accomplishment	Excitement	Fearlessness	Honesty	Humility
Expressiveness	Courage	Grace	Helpfulness	Happiness
Gratitude	Diplomacy	Flexibility	Enthusiasm	Cooperation
Selflessness	Loyalty	Inspiration	Peace	Sacrifice
Kindness	Passion	Understanding	Service	Virtue
Wisdom	Trustworthiness	Integrity	Independence	Sincerity
Synergy	Teamwork	Stability	Vision	Reliability
Logic	Justice	Mastery	Resilience	Pleasantness
Availability	Commitment	Attractiveness	Creativity	Frankness
Uniqueness	Consistency	Optimism	Success	Humor
Balance	Appreciation	Motivation	Influence	Organized