

# PowerRecap

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## Leading Through Influence

- 1) **Think about “what’s in it for them?”**....Know your audience well and position your message and idea with their perspective in mind.
- 2) **Know your facts**... Be prepared to answer the tough questions. Do your homework and prepare for objections and hurdles in advance.
- 3) **Bring people along**... Don’t overwhelm your audience – know what your hook is and key message. Build support in stages.
- 4) **Plant your champions**... Find early adopters to your ideas. Secure their support early on and enlist them to help you build momentum.
- 5) **Build relationships**... Relationships are fundamental to a leader's ability to influence others. Invest in building relationships with those you work with; understand their individual motivators and passions. Look for ways to connect.
- 6) **Be open to others views**... Encourage debate and discussion to broaden your perspective on the issue at hand so that you can better understand counter viewpoints.
- 7) **Adapt your style**... Understand the preferences of the person you are trying to convince. Adjust your personal style and messages and “speak their language” in order to be better heard.
- 8) **Be true to yourself and your convictions**... Know yourself and what ideals/values you are not willing to compromise. Be clear about which hills are worth dying on and which you should let go.

### Quotable Quotes:

- Persuasion is often more effectual than force.  
~Aesop
- Let no man imagine that he has no influence. Wherever he may be, and wherever he may be placed, the man who thinks becomes a light and a power.  
~Henry George
- If you can't convince them, confuse them.  
~Harry S. Truman



**Leadership Insight™** assists organizations in developing their unique brand of leadership that drives success. An established leadership consulting, coaching, training and assessment organization, we provide integrated, leading-edge solutions that inspire confidence in managers to effectively lead teams through change, for enhanced engagement and retention.

Contact Rebecca at Leadership Insight at (905) 257-7227 to learn more about the full suite of services.

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