

**Section 5**

5.10 – Influencing

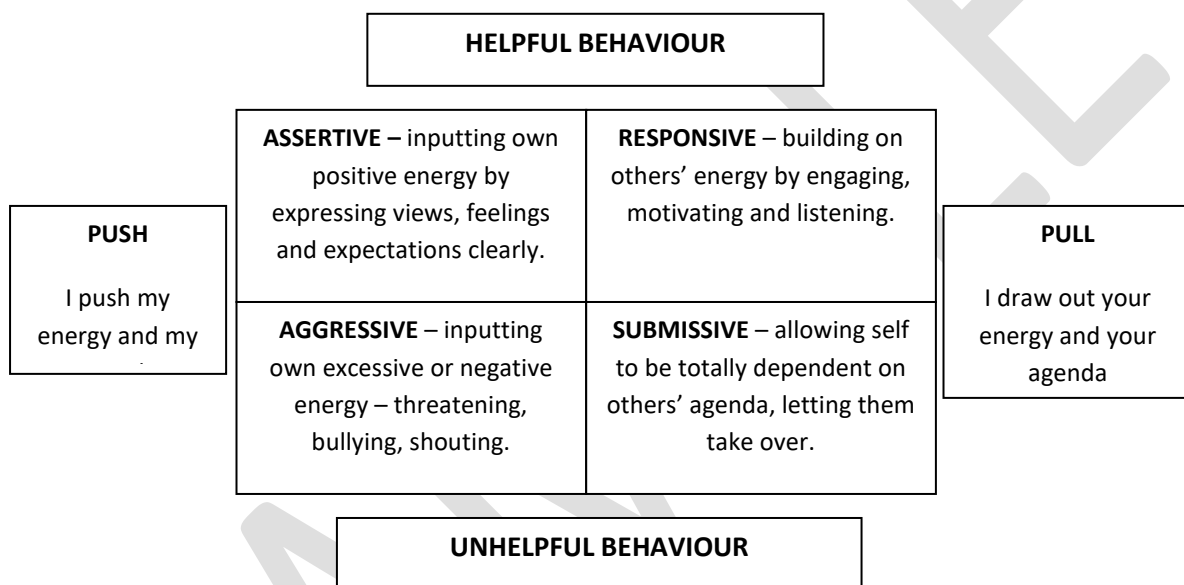
**Summary**

**Introduction**

**Why?**

Effective Influencing is about getting someone to do something different while maintaining or enhancing a positive relationship.

**Basic Model of Influencing**



**Energy**

Look at how the energy is different when in helpful 'push' or 'pull' mode.

PUSH ENERGY	PULL ENERGY
<ul style="list-style-type: none"> <li>• Comes from me</li> <li>• My Intention – changing others’ position</li> <li>• Direction chosen by me</li> <li>• Use my energy to express my position</li> </ul>	<ul style="list-style-type: none"> <li>• Comes from you</li> <li>• My Intention – deeper understanding of your position</li> <li>• Direction chosen by you</li> <li>• Focus is on drawing out your energy</li> </ul>

**Words, Voice and Body Language**

	<b>Push</b>	<b>Pull</b>
<b>Words</b>	'I' statements – my views, feelings and expectations, clear rationale.	'You' questions – your views, feelings and motivations.
<b>Voice</b>	Unhesitant, clear, concise, vary pace and intonation for emphasis, mid-loud tone.	Slower pace, use of pauses to allow time to respond, inflections to indicate questions, mid-quiet tone.
<b>Body Language</b>	Upright, unwavering. Firm, controlled gestures. Direct eye contact when speaking.	Matched to the other person. No barriers (e.g. crossed arms). Direct eye contact when listening. Nodding, smiling to encourage.

SAMPLE