

# Influencing Skills

## Defined

Influencing is about understanding yourself and the effect or impact you have on others. Though it can, on occasions, be one way, the primary relationship is two way, and it is often about changing how others perceive you for the better.

Within this, it is important to recognise that influencing is about moving things forward without pushing, forcing or telling others what to do.

Influencing is not:

- Bulling
- Coercing
- Manipulating
- Forcing your opinion on others or using scare or intimidation tactics.
- Pushing or continuously nagging until they agree.

Consider the following questions:

Think about your day-to-day life. Write down a list of situations in which you need or want to influence other people.

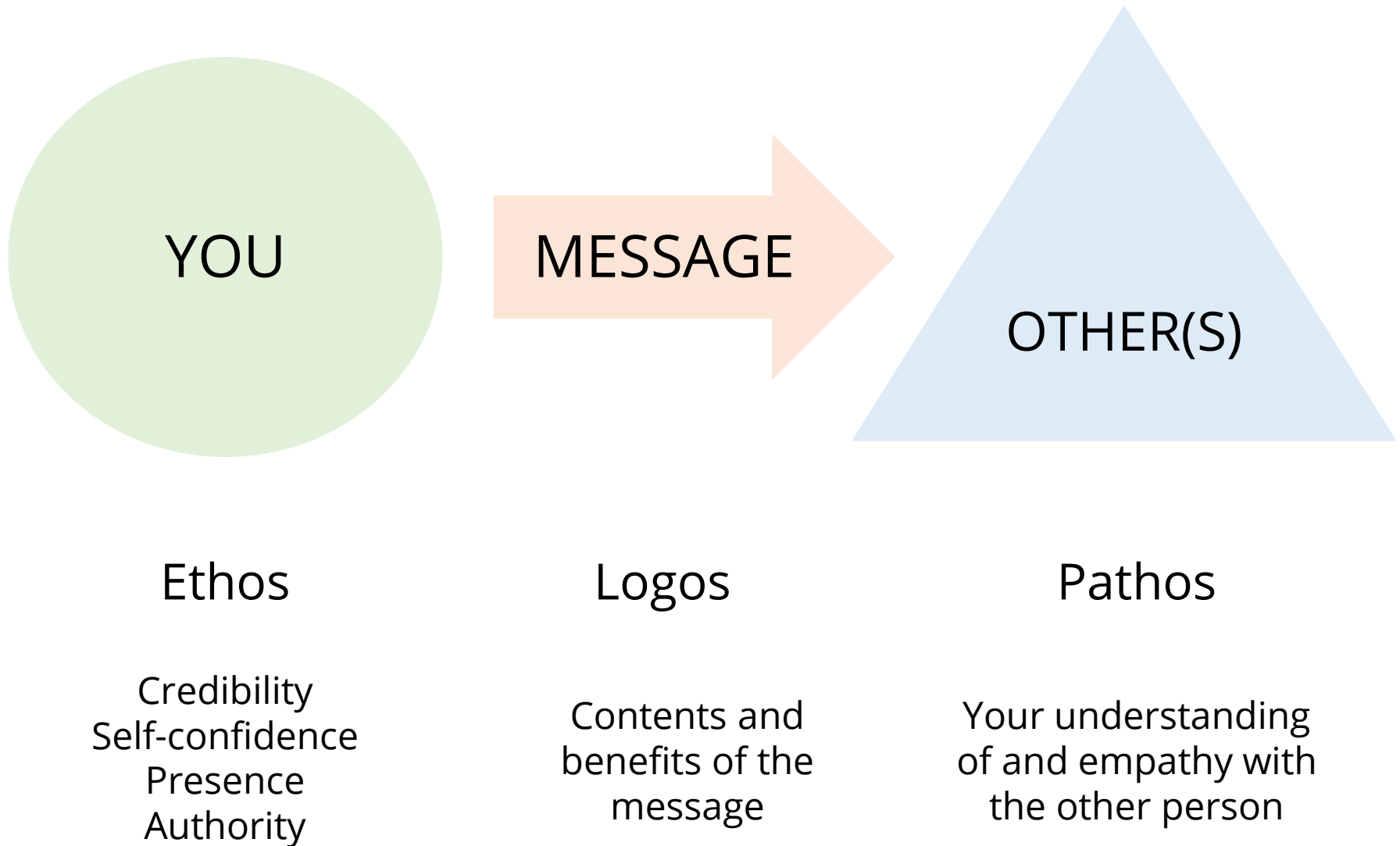
Now write down anything you find difficult about influencing other people in those situations.

*“The art of getting someone to do something they wouldn’t ordinarily do if you didn’t ask.”.*

Aristotle

Aristotle believed there were three aspects to the art of influencing:

- Ethos refers to someone's character, and authority i.e. stating your credentials and experience.
- Logos refers to the construction of the message. It's the factual argument to be made.
- Pathos refers to the connection or rapport built. It's easier to say yes to people we know and like, and things get done quicker as well.



Read the following statements and tick all the apply to you.

People typically listen to what I have to say.

I can be very persuasive.

I am good at pitching myself.

If you said yes to these then you are probably an influencer!



An influencer has the following social skills:

- You have the ability to influence or drive change, with or even without formal authority.
- You are skilful in motivating others to support and champion your cause.
- You can read both people and situations, and strategically select and present behaviors in such a way as to influence others towards particular end states.
- You have a great balance of being both assertive and relatable, but you may use tactics such as rational persuasion, exemplification, self-promotion and supplication, as required.
- You can sell anything and have no problem pitching yourself.

Read more at: <https://www.scienceofpeople.com/social-skills/#content>

# The Trust Equation



The diagram illustrates the Trust Equation as a mathematical formula. On the left, a large blue letter 'T' is positioned above the word 'Trustworthiness' in a smaller blue font. To the right of the 'T' is an equals sign. Further right, the equation is presented as a fraction. The numerator consists of three terms: 'C' in brown followed by 'redibility' in brown, a plus sign, 'R' in green followed by 'eliability' in green, a plus sign, and 'I' in orange followed by 'ntimacy' in orange. A horizontal blue line separates the numerator from the denominator, which is 'S' in grey followed by 'elf-Orientation' in grey.

$$T = \frac{C_{redibility} + R_{eliability} + I_{ntimacy}}{S_{elf-Orientation}}$$

Trustworthiness

- Credibility relates to our words and is revealed in our honesty.
- Reliability relates to our actions and is revealed by keeping our promises.
- Intimacy relates to our emotions; people feel say talking about difficult subjects.
- Self-orientation relates to our caring and is revealed in our focus.

# The Trust Equation

<b>Component</b>	<b>Realm</b>	<b>Example</b>
Credibility	Words	I can trust what he/she says about...
Reliability	Actions	I can trust him/her to...
Intimacy	Emotions	I feel comfortable discussing this...
Self-orientation	Motives	I can trust that he/she cares about...

- Reason – mind/logic
- Affection – heart
- Initiation – gut feeling
- Desire – passion

	Motivation	Ability
Personal	1 Make the Undesirable Desirable	2 Surpass Your Limits
Social	3 Harness Peer Pressure	4 Find Strength in Numbers
Structural	5 Design Rewards and Demand Accountability	6 Change the Environment

