

Article: 10 Top Tips for Effective Influencing

According to John Hancock ***“The greatest ability in business is to get along with others and to influence their actions”.***

How can you do that in practice? I share with you 10 tips to help you to develop your influencing skills.

1. Start with the end in mind. Identify a specific outcome that you want to achieve. What outcome do you want? How will you know you have achieved it?
2. Less is more. Decide what you’re going to say. Communicate your message as precisely and concisely as possible. Rehearse what you plan to say verbally, draft out what you plan to write.
3. People distrust incongruence. To look and sound congruent in face to face communication ensure non-verbal communication, voice tone and words are consistent with each other. On the telephone ensure voice tone and words are consistent.
4. Research your audience. Find out as much as you can about them and tailor what you say, and how you say it, to match your audience’s interests, needs and motivation.
5. Communicate assertively and positively by owning what you say and using action words to specify what you want to happen, for example “I recommend”, “I propose”.
6. Look for ways to build a connection and rapport with your audience. Rapport is about minimising difference. What do you have in common with your audience, what similarities with them? How can you communicate this?
7. Why should they be influenced by you? What is your particular expertise, knowledge, skill, experience that will lead to your audience listening to you? Identify your credentials and communicate them.
8. Communicate confidence by using positive language. Say what you will do, what you can do. Avoid words that suggest doubt and lack of conviction. For example “I’ll try”, “If I can”.
9. When communicating face to face, stand/sit solidly, so you communicate strength. A straight back, upright head, minimal movement in arms and legs adds to this impact of solidity. Voice tone that is slow and low is associated with authority so keep your voice tone low and speak slowly.
10. People communicate via the five senses and each person has communication sense preferences – predominantly visual - sight, auditory - hearing and kinaesthetic – touch/emotion. Your preferences may not be those of your audience. Use a mix of communication channels, so you meet all potential audience communication channel preferences. So a mix of visual channel words “You will see”, “The picture is”, auditory channel words “You will hear”, “It sounds like”, and kinaesthetic channel words, “You will feel”, “It touches us”.



About the Author - Krista Powell Edwards

Krista is a very experienced and highly qualified consultant, coach, facilitator, trainer and author.

She uses her experience and expertise to support individuals and organisations to enhance their effectiveness and performance.

Krista is currently writing her first book on how to effectively communicate credibility.

Expertise and experience

Krista has developed her expertise through

- An extensive track record of supporting organisations in the UK and internationally since 1995.
- Masters level research in the factors that affect the achievement of workplace performance.
- Extensive Continuous Professional Development (CPD), (including regular attendance at conferences and development programmes).
- Research of 'best practice' consultancy, facilitation and learning and development
- Qualifying as a Master Trainer, Master Practitioner and Practitioner in Neuro-Linguistic Programming (NLP).
- Designing and delivering 500+ training and development programmes.
- 20+ years as Chartered Institute of Personnel and Development (CIPD) volunteer - branch chair, council representative - supporting the CPD and performance of 7500+ HR professionals.
- Lecturing at a university (International Human Resource Management).

Specialist areas

Krista specialises in three main areas:-

Credibility - How to communicate credibility for influence and positive impact in the workplace

Credible HR - Enabling HR to add value to the organisation

Personal Effectiveness Skills - Support in developing confidence, credibility, influence, time management and assertiveness and conflict management skills so that individuals and teams are able to perform effectively.

Services

Krista offers support in **workplace performance improvement**.

Tailored, cost effective

- Consultancy and Research
- Coaching
- Facilitation
- Training and Development

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