

## JLD Annual Conference 11th July 2009

### Influence and Persuasion notes

Session leader: Luke Cunliffe

#### Situations where you need to influence and persuade

- With clients
- With colleagues
- Getting jobs
- Getting secretaries to perform tasks required
- Securing better career opportunities
- With opponents in negotiations

#### Ideal scenario

Win/Win	Win/Lose
Lose/Win	Lose/Lose

- Win/Win is ideal
- Win/Lose often equals short term victory
- Lose/Win feels uncomfortable and undesirable
- Lose/Lose is undesirable too

#### Less successful tactics

- Manipulating people
- 'Guilt' people
- Often leaves people feeling bitter, undervalued, frustrated or resentful

#### Positive Influencing

- Maintain integrity
- Show respect for other person
- Understand and accept that other people have their own point of view

- Avoid throwing tantrums
- If someone else "pushes your buttons", avoid becoming aggressive or angry
- Listen to understand
- Avoid making assumptions about the other person's viewpoint
- Ask good, probing questions to clarify other person's viewpoint
- Open questions, for example ones which start with what, when, who, how, which, how many,
- Use the phrase "Tell me about..." to get more information
- Prepare what you will say carefully
- Think through conversations in advance where possible
- The other person will be asking themselves "What's in it for me?"
- Think about the "TSR" (That Sounds Reasonable)
- Do you think that what you say will sound reasonable to the other person
- Reflect or paraphrase what other person says to check for clarity of understanding
- Summarise what you think the other person said to check for clarity of understanding

### **Approach**

- Assertive not reactive
- Maintain reasonable attitude
- Avoid being drawn into conflict
- Maintain collaborative spirit
- Be curious to understand the other person's point of view
- Keep calm
- Be co-operative

### **Body Language**

- Confident
- Avoid appearing aggressive
- Avoid appearing defensive
- Maintain reasonable eye contact (avoid staring or looking shifty or anxious)
- Only use mirroring and matching techniques (from Neuro-Linguistic Programming) if you are extremely competent and if you are confident you won't get "caught out")
- Smile
- Keep relaxed yet sincere
- Demonstrate interest by facing person you are speaking with

### **Voice/tone**

- Calm
- Positive
- Assertive
- Confident (not cocky or arrogant)
- Avoid shouting

## **Verbal Language**

- Be clear
- Avoid swearing
- Keep language simple and plain to ensure clarity

## **Suitable venue for a conversation**

- Neutral ground
- Conference room
- Restaurant

Thank you for your participation at the JLD Annual Conference and I wish you every success for the future.

**Luke Cunliffe**  
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For more information about the art of influence and persuasion, please contact Luke Cunliffe, executive coach, at the address below or alternatively at [luke@cunliffeassociates.com](mailto:luke@cunliffeassociates.com) or on +44 (0) 20 7585 2595.