

Think Before You Influence...

Questions to Ask Yourself

What is your goal?

Who do you need to influence in order to achieve your goal?

Are they for or against your goal?

What will they gain if you achieve your goal?

What are they like?

What will you do to achieve your goal?

Actions Needed

Clarify what you want, and don't want. Why is that important?

Think about whom you depend on for approvals, resources and support

Find out why they think and feel as they do. Put yourself in their shoes and determine what is important to them, what they like and dislike about what you are asking for. Develop a clear picture of their stand so as to be able to articulate it.

Work out what the benefit is to them if they agree to your proposal

What's their MBTI type? Think about how they will want the message communicated, its format, etc. What do you know from past experience that works and doesn't work with them? Who else knows them and can help you work out the best approach?

Stay alert to the implications of your actions. Be prepared to change course or take corrective action