

## Influencing Strategies Summary

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Significant time is spent defining approaches for influencing others. Three primary types of strategies include Directing, Aligning, and Associating.

### Directing Strategies

<b>Persuasion</b>	Proposing ideas, making suggestions, reasoning, or pressuring someone to change their position.
<b>Reciprocity</b>	Leveraging the strength of our innate sense of obligation by creating good will with the understanding that it might help increase our ability to influence at some future point.
<b>Expectation Setting</b>	Influencing performance by stating expectations up front in a way that will incent a stakeholder to perform.
<b>Contrast</b>	Making a request in the context of other items to help level-set the understanding of the request's scale.

### Aligning Strategies

<b>Involvement</b>	Creating an atmosphere for persuasion by involving the stakeholder in your project. This might include: <ul style="list-style-type: none"> <li>-Increasing participation</li> <li>-Telling stories</li> <li>-Engaging the 5 senses</li> </ul>
<b>Commitment</b>	Building support by achieving small commitments and building on them. Key to success is to reinforce commitments by writing them down or making them public.

### Associating

<b>Connecting</b>	Building connections with a stakeholder based on shared alignment of background, morals, ethics, etc.
<b>Validating</b>	Using societal norms as a means of supporting your objective. "If everyone else supports this, why don't you?"
<b>Endorsing</b>	Leveraging the influence of third parties to convince your stakeholders to support your objective.

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**Deliver:** When delivering messages to your stakeholders, remember to follow these guidelines:

- Listen
- Focus on nonverbal communication
- Facilitate a dialog
- Outline next steps
- Evaluate

### Types of Questions to Facilitate Dialog with Stakeholder

<b>Probing</b>	Help you learn more about the problem or situation under discussion. “Can you give me a specific example of what you mean?” “What sorts of things have you already tried to resolve this situation?”
<b>Clarifying</b>	Signal you are listening and double check what you have heard. “Do I understand correctly that what you’re saying is...?” “When you say there are communication problems, what do you mean?”
<b>Process</b>	Put people at ease and be sure to check in with them on their opinions. “Do you have any concerns with what we have discussed so far?” “Would you like some time to mull it over?”
<b>Empathetic</b>	Build rapport by focusing on the other person and show a sense of caring. “Is this a really frustrating situation for you?” “It sounds like you’re constantly juggling priorities.”