

LESSONS IN LEADERSHIP - Module 4

How to Be a More Influential and Persuasive Leader

 THE BUSINESS SOURCE

Key Points

The Key to Influence: Credibility

Influential people are seen as highly credible. To be seen as credible you must be trustworthy and dependable. You must also be a good listener.

Primacy

First impressions are extremely important. People form opinions about you in the first 4 seconds of meeting you so be acutely aware of this when you meet new people.

Recency

Although it's very hard to overcome a bad first impression, the best way to do it is to ensure that the last thing you do is spectacular. Your last action – staying late or performing a key task in the 11th hour, can offset an earlier negative primacy effect.

The Law of Reciprocity

If you do something for someone you work with in excess of what is required, you can “induce” reciprocity. Even if you do something small, the compulsion to reciprocate will apply. This is an effective way to motivate people to support you and your initiatives.

The Law of Contrasts

Make one option very attractive by making the other option extremely unpalatable.



The Law of Consistency

There is nothing people like more than predictability. Management likes consistent employees and employees like consistent managers - each wants to know what to expect so they can work

with the other effectively.

People who are consistent are likely to be influential at the office - consistent people are those you can trust, as well as rely and depend upon.

The Law of Expectancy

You may be creating high or low producing employees based on your expectations. Set the expectations and project complete confidence to the employee that they can meet the objective - and they usually will. People do what they believe - if they believe they can perform better, they will - if they believe they have limitations, they will perform more poorly - their mindset is what counts most.

Reducing Choices

If you want to encourage people to make a decision and take action don't offer them too many choices. People become overwhelmed when given too many options and tend not to act.

Influencing Many Is Easier

One on one, the other person's defenses are up. With many people in a room, they have you outnumbered, so their defenses are down.

Closing Thoughts

If you have the ability to persuade people - you're going to get more done, people will feel like they're all part of the same team and your world can really change!

