



Influencing Others

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**Why is it so difficult
to influence others?**

Consider the following...

- Each of us is a “powerless leader”
- People are most content when a change *emerges* (rather than being dictated)
- Change happens **one person** at a time
 - The goal is to encourage **each person** to become so involved and interested in the new direction that they want to change.

How do we attempt to persuade?



Facts



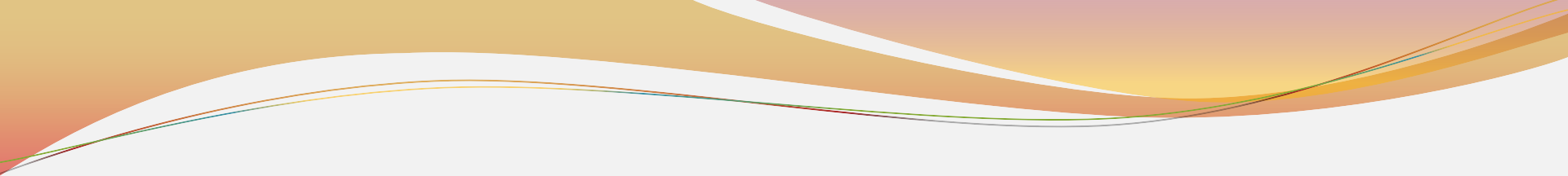
Fix



Fear



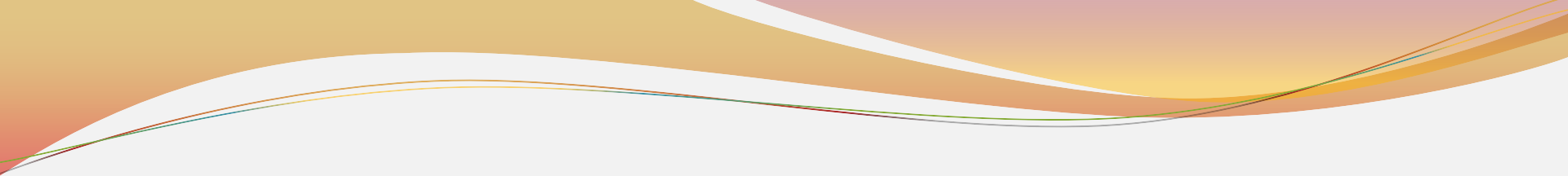
Force



***Is there another 'F' word
that can create a
fundamental and sustainable
change in
thinking and behaving?***

Feelings...

- *Behavior change happens mostly by speaking to a people's feelings.* (John Kotter)
- Our emotions drive our decisions and then we use logic and reason to justify our decisions.
- *People will forget what you said, forget what you did, but not forget how you made them feel.* (Maya Angelou)



Knowledge (facts) – help the person *understand* the facts

Persuasion (feelings) – help the person *care* about the facts

Knowledge



Tension
between the
present and the
desired state

Belief
he can be
successful

**Provide
Knowledge**

**Give
Facts/info**



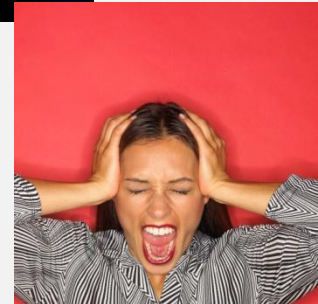
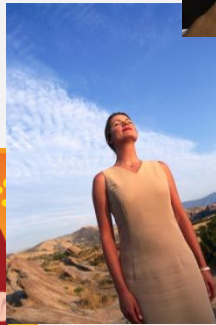
Persuade

Create Tension

Build Belief

Create Tension ... Build Belief

Show a truth that appeals to what people are feeling
(what they care about)



Challenges your organization may face...

- A. People aren't attending your events even though you post nice flyers around campus
- B. You have a skeptic in the group who brings everyone down
- C. You can't persuade administration to do what you need; you are lost in bureaucracy
- D. People come and go from your organization; few stay interested in the long haul

Some of the patterns in your toolkit for leading change

Knowledge

- Wake-Up Call
- Elevator Pitch
- Tailor Made
- In Your Space
- Myth Buster

Tension & Belief

- Emotional Connection
- Personal Touch
- Hometown Story
- Imagine That!
- Evangelist
- Fear Less
- Shoulder to Cry On
- Trial Run
- Group Identity



Leading change is hard, but...

***You miss 100% of the shots
you never take.***



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