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

Belief

Tension between the present and the desired state

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.