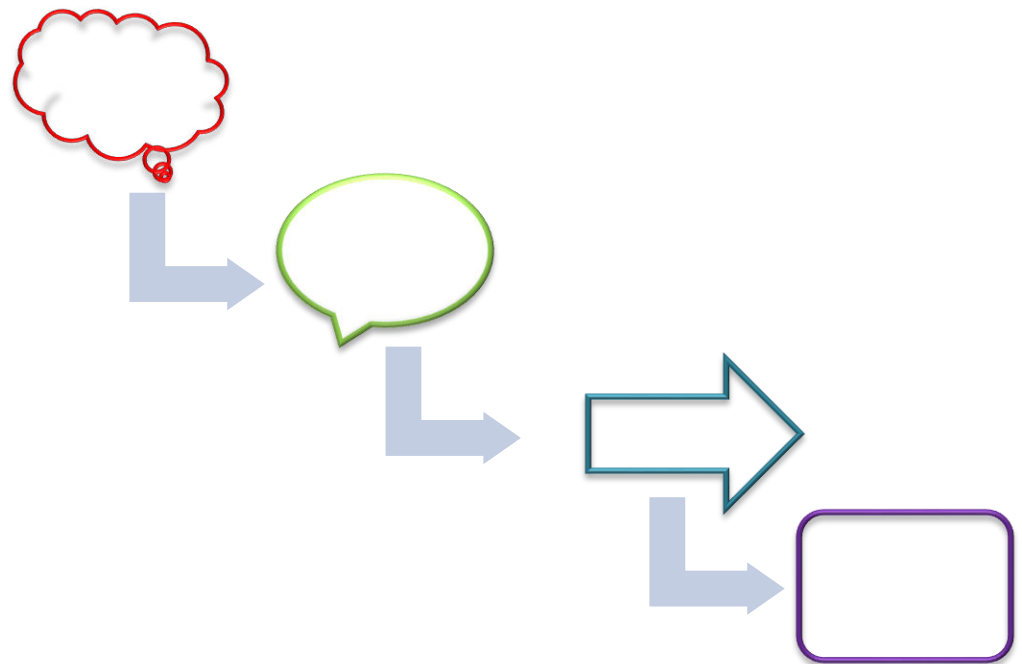


Workbook Session 4

Communicating & Influencing

The Communication Model



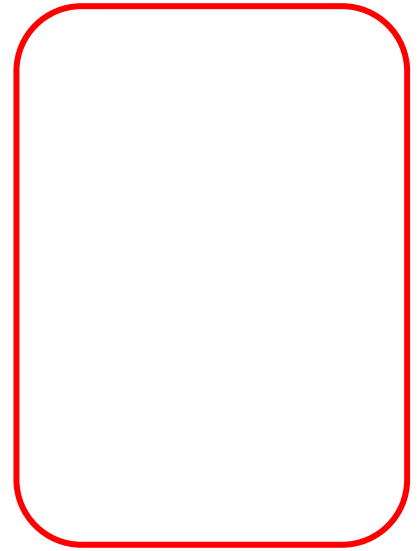
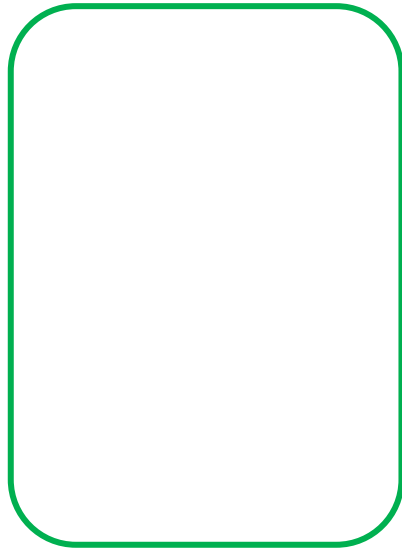
The effectiveness is influenced by...

Making meetings meaningful

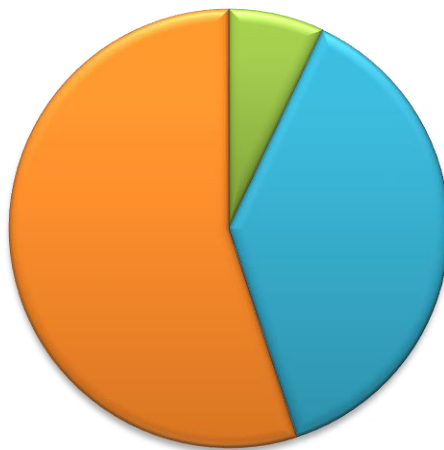
E
P
I
C

Making a connection

Representation Systems



What to look for and listen for



The Power on Questions

To get people talking use 'open' questions, starting with the words:

W

H

W

W

W

W

Powerful questions

Q

✓

✗

→

Fluff Busting

Because we all filter or delete information it can mean the information we receive or questions we get asked are very general or vague, making it difficult for us to fully understand the question, issue or action required. In order to take appropriate action it may be necessary to drill down to get specifics. Here are some to watch out for:

This degree of precision is not appropriate in every situation so only use it when it is important to really understand what others mean. Maintain rapport, not make people feel they are under interrogation.

This is one reason to avoid using the question 'why?' It can often leave people on the defensive and looking for excuses or justifications. Each of the above examples work better by using what we call 'softeners' where you start the question with expressions such as 'I'm wondering what.....'

Language

Reframing for a positive outcome

Yes, but

You can't

It's our policy

You have to try

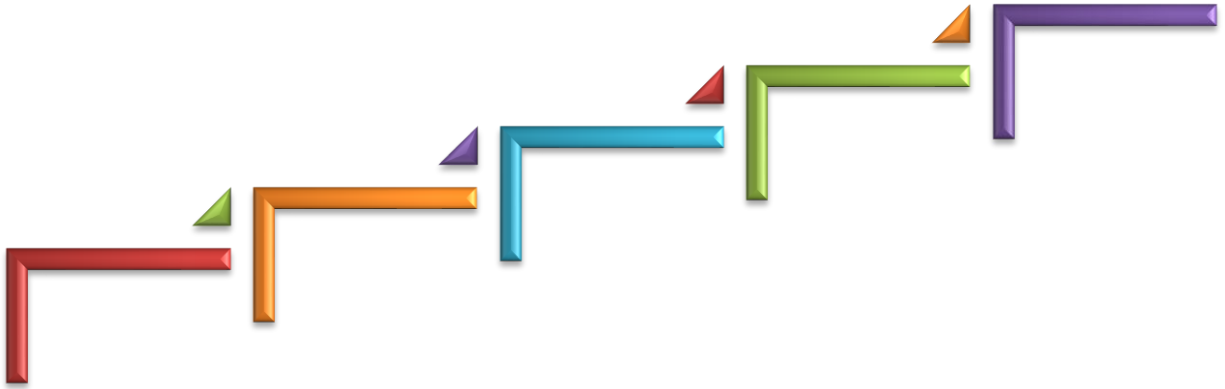
You need to improve, try harder, do better, pull your socks up

If you... then...

Aim v Blame

Listening

Active listening



Listening to the answers

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Getting buy in

- 1.
- 2.
- 3.
- 4.
- 5.

Solving an Issue ~ The GROW Model

This is a useful technique to help with any kind of problem solving. In the context of these notes use the grow model in resolving challenges and involving others to get buy-in.

G **R** **O** **W**

Principles of persuasion

Robert Cialdini, a noted psychologist whose best known work is *Influence: The Psychology of Persuasion* identified the following six principles of how we persuade others.

- 1. Reciprocity:** People tend to return favours – perhaps because they feel indebted to the other person or because they feel more kindly to people who do them favours.
- 2. Scarcity:** When something appears to have limited availability, people want it more.
- 3. Expertise/Authority:** People tend to listen to others whom they perceive to be authority figures or experts in an area.
- 4. Commitment/Consistency:** People want to be seen as consistent, so once they've said yes or no, they tend to stick to that.
- 5. Consensus/Social Proof:** People want things that other people want and will do things that they see other people doing.
- 6. Likeability:** People are more easily persuaded by people they like (because of similarities, physical characteristics, etc.).

Actions & Learning from Today

What did I learn

1.

2.

3.

What will I action

By When

1.

2.

3.