

Influencing Styles

You don't need to be a salesperson to understand the importance of being able to persuade and influence others to the benefits of your service, project or idea. In a changing world, success can depend on your ability to adapt your usual style to the challenges of new audiences or situations. To help you decide on the best approach, consider the following questions.

- What are you trying to achieve – commitment or compliance?
- What is your level of power or authority?
- Who are your stakeholders?
- What do they want – what are their interests and drivers?
- What do they know about you already – how much credibility do you have?

Use the answers to these questions, and the descriptions below, to decide what approach will work best for each person, in this situation, at this time?

Push Styles



Directive (Tell)

This is a strong style, state your views confidently, based on your experience and expertise. A good approach when you're working with an inexperienced team and need quick results, but can appear 'bullish'.



Persuasive Reasoning (Persuade)

Works well when you're trying to influence personal beliefs to sell an idea. Be logical, rational, confident and objective – present the pros and cons based on sound research. Be wary of appearing to lack emotional awareness.

Pull Styles



Visionary (Inspire)

Engage people's imaginations and emotions. This can be a particularly good approach at the start of long or complex change, where you need people on your side. High trust is important. Be wary of appearing too idealistic.



Collaborative (Involve)

A team oriented style, involve others in the influencing process. Interpersonal skills and patience are key! Effective when you need commitment or are looking for innovative ideas. Be wary of appearing 'wishy-washy' or indecisive.