

## Welcome to Ethical Influencing!

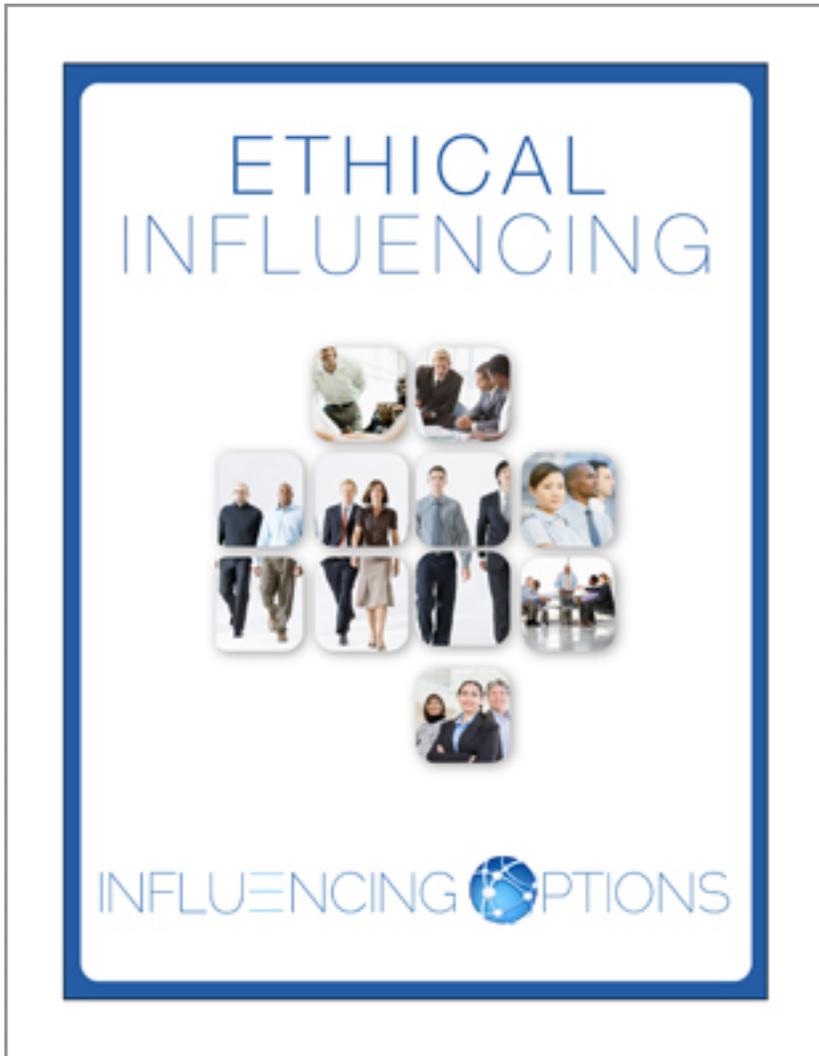
Often, when we begin our skill-building workshops in communication, people want to know if influencing is really about manipulation—if I'm influencing, isn't it all about me and getting what I want?

Yes, and no. The Influencing Options® model for communicating is a values-based, high integrity approach to influencing: it's getting what you want while increasing trust and strengthening relationships. These skills are practical and immediately useable.

It's not rocket science. The concepts are very simple and based on a psychological model that has worked for thousands of people in international venues for the past thirty years. Professionals in every possible industry, leaders in all sorts of positions, and regular, every-day folk have used these skills successfully.

Even though the skills are simple, sometimes it's easier to influence than other times. Sometimes, it doesn't work. There's no guarantee that you will always be successful at influencing those whose behaviors you'd like to change because, after all, we're dealing with people. People are messy and unpredictable and challenging and surprisingly lovely. We just never know for sure, but we can operate from absolute integrity, we can improve our skills, we can become more effective.

We believe that the important and courageous conversations that you enter into will not only impact the quality of your working relationships but also will impact your whole organization, team or company. We're changing the way the world works, one conversation at a time!



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## MODULE ONE

### OVERVIEW

This model for influencing is unique because it is based on high-integrity values and a psychological model that increases your probability for success. The way you think about influencing, the person you want to influence, and most importantly, how you show up to the conversation matters. This module helps you understand the foundations for influencing and helps you prepare for examining trust and commitment.

### OBJECTIVES

- Define Influencing with Integrity
- Discuss cognitive foundations for Influencing with Integrity
- Discuss the overview of the Influencing Model
- Examine your Circle of Influence
- Define Core Dimensions behaviors that engender trust

## MODULE TWO

### OVERVIEW

Ask for what you want! This module gives you the opportunity to write and practice your first Influencing Request, with a special emphasis on Specificity.

### OBJECTIVES

- Identify four elements of a successful influencing request
- Convert Undesirable to Desirable
- Practice delivering a request and giving feedback
- Identify best practices for gaining commitment

## MODULE THREE

### OVERVIEW

This module offers insights and suggestions for listening, and especially listening with Empathy (one of the Four Core Dimensions). A conversation, by definition, is an exchange, so you must listen and perhaps even improve or enhance your listening skills to become a more effective influencer.

### OBJECTIVES

- Identify whether someone is giving you a “yes” or a “no” in response to your request.
- Recognize different smokescreens people may use when they don’t want to say “no” directly.
- Define empathy and discuss when you might want to use it in communicating.
- Practice delivering and receiving empathy.

## MODULE FOUR

### OVERVIEW

This module offers additional influencing tools, specifically the Negotiation Question and Negative Natural Consequences. These are powerful tools to add to your influencing tool kit that allow you to increase your influencing power and help you to do so respectfully.

### OBJECTIVES

- Practice additional influencing requests.
- Learn and select Negotiation Questions appropriate to a conversation.
- Differentiate between natural and imposed consequences.
- Articulate Negative Natural Consequences in a given situation.
- Identify common characteristics of a win-win conversation.