

## *Increase Your Influence* *Part 2*

As I stated in my last lesson, the big challenge for anyone who wants to build relationships is generating the influence necessary for attraction. We have seen resistance and sometimes push-back. Knowing how to build and grow our influence is the very key to creating all relationships.

Last time I mention 5 things essential idea in attracting and maintaining “Know-Like-Trust” or rapport:

1. **Reset your starting point: it's not about you; it's about them**
2. **Listen, listen, listen, really listen**
3. **Make it theirs, for the best outcome is let everyone feel your agenda is their agenda.**
4. **Feelings, not just facts. Awaken the heart, emotions to arouse their mind.**
5. **The messenger matters-Never be too afraid to point the someone who has influence you.**

Today, let me continue the path of being an influencer with these following thoughts.

**Context is critical.** Context meaning the circumstances that form the setting for an event, statement, or idea, and in terms of which it can be fully understood and assessed. Being an influencer is about moving somethings, some ideas, or someone to change. “

That’s the first surprise about change: What looks like a people problem is often a situation problem.” Says Dan and Chip in their book “Switch”

Sometimes we lack influence not because of our effect on others but because of the environment around us and/or them. The environment can influence people’s behavior and motivation to act. The **environment can influence** mood. A study has shown that rooms with bright lights, natural and artificial, can improve health outcomes such as depression, agitation, and sleep. The same can be said about when we approach anyone with positive and energetic emotions and attitudes.

What obstacles are in the way of doing things differently? Michael Dlouhy has told us often for need of a mental cleanse, and we can add an emotional cleanse and environmental cleanse.

What forces are at work be it family, friends, jobs, culture. and living in a box. And how do we take those into account when paving a path for change? It's not just about persuading people; it's about navigating the larger situation.

**Urgency helps.** A crisis or so-called "burning platform" can be a valuable moment to catalyze transformation. The urgency might be that the status quo has failed, or that a

competitor is threatening a business model, or that there's an exciting new trend that generates (for once, useful).

Do you know the term 'burning platform'? It is change management jargon to describe the urgency of a situation to change our behavior. But what is the real meaning of it? It is more about commitment and courage than it is about creating panic and fear. It is not about creating or exploiting a negative situation. Rather, it is about the level of commitment that is needed to get through a change. The burning platform does not refer to the energy that is needed to initiate change but to the commitment that is needed to sustain the change.

How can I as an influencer use this "burning platform" or urgency? 1. Have your stories ready or use the stories of others. 2. Link back to customers or those whom you desire to influence by making their part of yours. 3. Build alignment, agreement and harmony. 4. Make room for differences.

**FOMO.** Says what? FOMO the "Fear of Missing Out" The anxiety that an exciting or interesting event may currently be happening elsewhere, often aroused by posts seen on a social media website.

Some of you may remember serial movies where you have to come back next week for the next episode. You surely would not want to miss it. It is same is still true today and as an influencer we need to plant the seeds for want to know more. Be patient, look for opportunities and choose your moments.

I remember Ken Klemm's story of losing weight over the winter months from the uses of a protein drink. When his neighbor noticed and began to ask questions, he did not throw-up on them. He made statements which lead them to want to know more or FOMO "Fear of Missing Out".

Collective urgency generates energy, and channeling that energy is powerful for influence.

**Walk the talk.** Aristotle's followers are said to have discussed philosophy while walking about with him—hence their name: "peripatetics." I suppose they could have been said to "walk the talk."

For the rest of us, the saying is "if you're going to talk the talk, you've got to walk the walk"—a modern version of old sayings like "actions speak louder than words" and "practice what you preach." Another early form of the expression was "walk it like you talk it."

If you want to influence others, it's important to consistently walk the talk of what you espouse - and reliably deliver on the commitments you make. In my experience, trust is the bedrock of connection, and connection is the prerequisite to influence.

**Promote inclusion.** A big barrier to influence can be in-group and out-group dynamics. If you have a diverse team and you emphasize each person's difference, you may diminish different people's ability to catalyze larger change because they become "outsiders." [Khalil Smith](#) writes, "Leadership and staff should strive to unite people. They should highlight *similarities* and remind team members that there is no "us" versus "them"—[only one big "us,"](#) no matter what our differences might be."

It's easier to influence anyone when you feel like you're on the same page or team. Visualize you are sitting at a big table where there is always one more empty seat and all need to do is to just invite one more to come to you table, that, that is what being an influencer is all about.

**Be generous when you're hungry.** Some of the best advice I ever heard was from business and leadership guru [Seth Godin](#) offer some great advice. He said: "It's difficult to be generous when you're hungry. Yet being generous keeps you from going hungry. Hence the conflict."

When you are solely focused on extracting agreement from others - instead of giving them something of value - you get in trouble. Caring about delivering for colleagues and customers creates a kind of prosperity. Selling someone on a concept yields scarcity, because someone has to win or lose. Own the great space of what you give rather than the tiny territory of what you need. The former is a much more fertile ground for influence.