



# **SESSION 1: INFLUENCING YOUR STAKEHOLDERS TO GET THE RIGHT OUTCOMES**

WIN In-House Counsel Day Brisbane 2017

**Tuesday, 21 February 2017**



# “Influencing your stakeholders to get the right outcomes” The C<sup>3</sup> Model of Influencing™

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# Agenda

- Your context for influencing
- What gets in the way?
- Key Principles & The C<sup>3</sup> Model of Influencing™
- Developing Confidence
- Establishing & Building Credibility
- Establishing & Building Connection

# Your influencing context...

- What is your context for influencing?
- What are the situations you face where you need to influence effectively?



Performance = Potential - Interferences

# Influencing - a definition

“Producing an effect on an individual or group by imperceptible or intangible means.”

“An active process whereby one person seeks to *modify the opinions, attitudes or behaviours* of an individual or group by consciously adapting his/her own communication style or behaviour to secure commitment to ideas or plans”

*Source: Ashridge Management Centre*

# Influence: Your experiences...

- On your tables:
  - Individually, think of a time when you have gone to a shop to buy something but have walked out not doing so for some reason.
  - Discuss your experiences and capture your answers to:
    - “What was it about the sales person that influenced you to **not** buy?”
  - List as many reasons as you can.
- Confidence...Credibility...Connection

All underpinned by an attitude of **curiosity**

# Key Principles

- Pace... Pace... Lead...
  - You can only influence (lead) by first pacing the individual or group...
    - Put yourself in their shoes
    - Match your communication style with theirs
- “The person with greatest flexibility controls the system”
  - Behavioural flexibility is critical
  - Self-awareness is key in developing flexibility



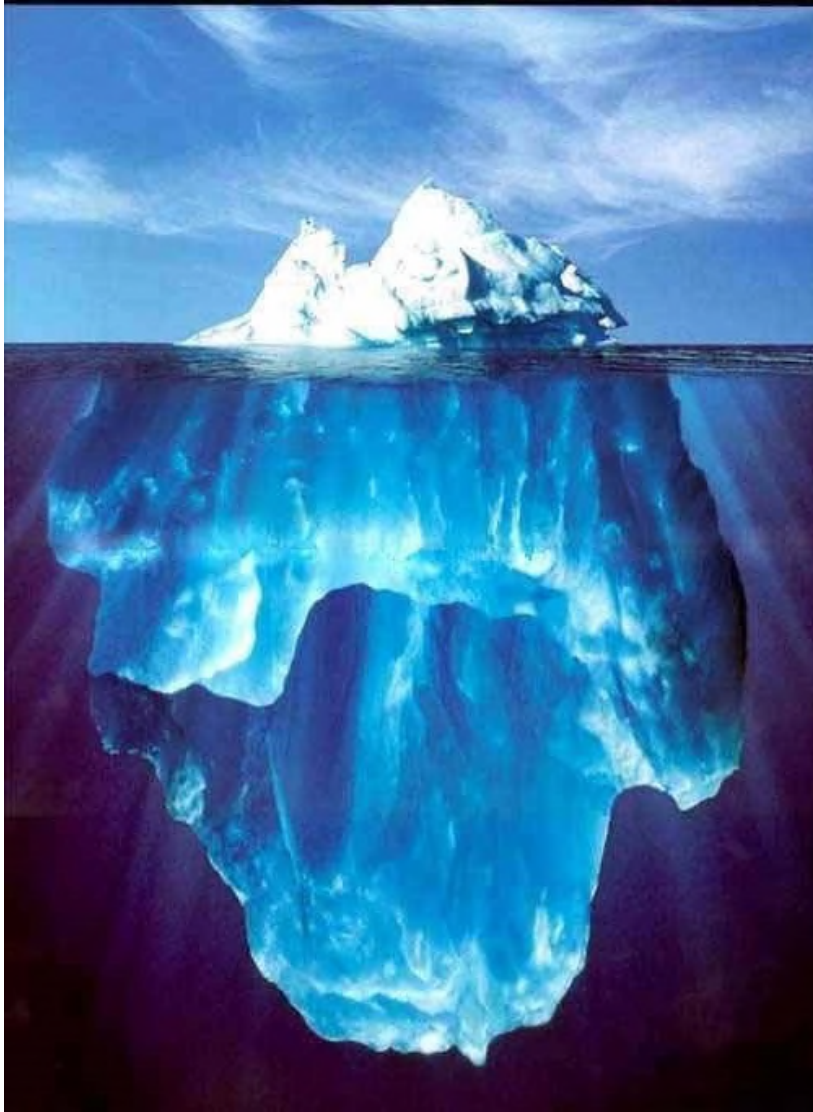
# The C<sup>3</sup> Model of Influence™



Cassell & Bird, 2009



# Surface & Deep Confidence



Surface  
Confidence



**Tactics /  
Techniques**

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Deep  
Confidence



**Mindset /  
Deep Practise**

# The C<sup>3</sup> Model of Influence™



Cassell & Bird, 2009

# What have we covered?

- Your context for influencing
- What gets in the way?
- Key Principles & The C<sup>3</sup> Model of Influencing™
- Developing Confidence
- Establishing & Building Credibility
- Establishing & Building Connection
- Commitment to action

# Committing to action...

- If improving your influencing skills is important, what do you commit to doing differently?
  - Consider the material we have covered today
  - What are the 1-3 key actions that you will take to develop your influencing skills?



Contact us for...

- A copy of the slides
- Information on our C<sup>3</sup> Field Guide
- Copies of our books “Brilliant Selling” and “The Financial Times Guide to Business Training”

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