



SESSION 1: INFLUENCING YOUR STAKEHOLDERS TO GET THE RIGHT OUTCOMES

WIN In-House Counsel Day Canberra 2017

Friday, 24 February 2017



“Influencing your stakeholders to get the right outcomes” The C³ Model of Influencing™

Tom Bird

Partner, Møller PSFG Cambridge

Author, Brilliant Selling, & Financial Times Guide to Business Training & The Leaders Guide to Presenting

Agenda

- Your context for influencing
- What gets in the way?
- Key Principles & The C³ 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

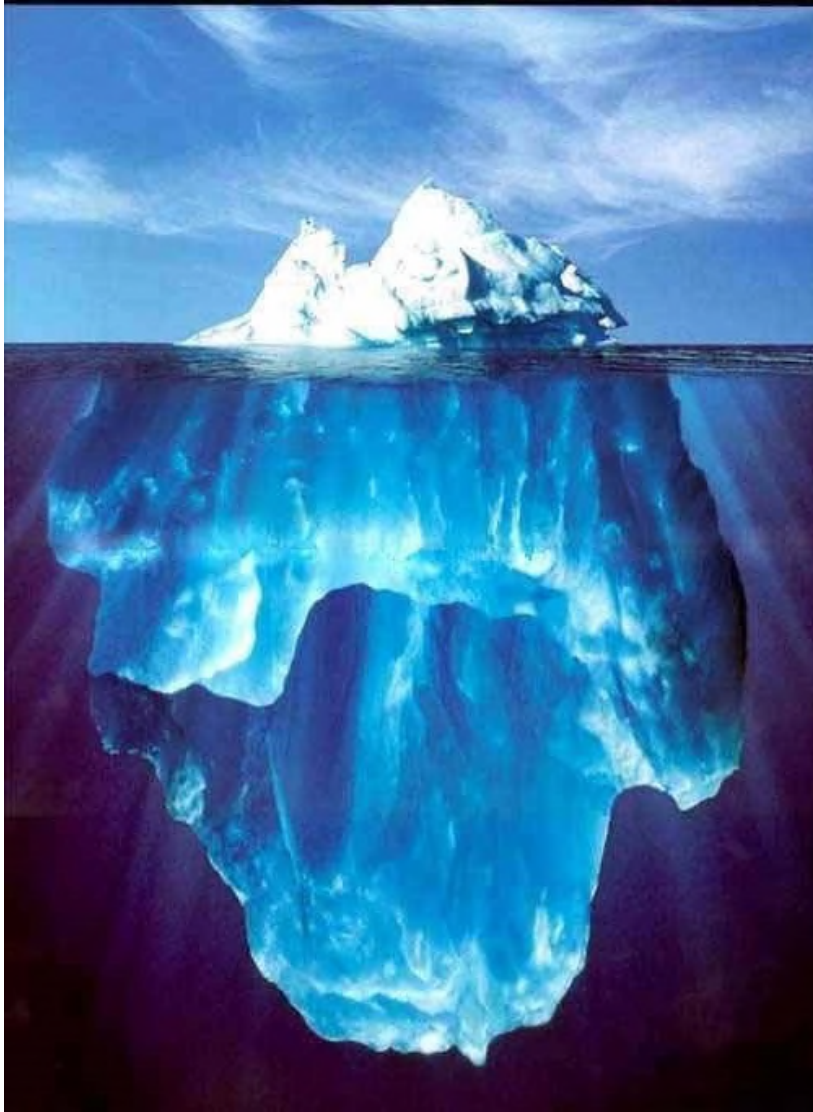
The C³ Model of Influence™



Cassell & Bird, 2009



Surface & Deep Confidence



Surface
Confidence



**Tactics /
Techniques**

Deep
Confidence



**Mindset /
Deep Practise**

The C³ Model of Influence™



Cassell & Bird, 2009

What have we covered?

- Your context for influencing
- What gets in the way?
- Key Principles & The C³ 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 C³ Field Guide
- Copies of our books “Brilliant Selling” and “The Financial Times Guide to Business Training”

Tom Bird

Tom.Bird@Mollerpsfgcambridge.com

Tel: +44 (0)1428 681333

Tel: +44 (0)7767 668207

