

$$\text{influence} = \frac{\text{persuasion}}{\text{resistance}}$$

Influence Prep Sheet
Influencee: _____

interests *what matters to them? why does it matter to them?*

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|--|--|--|
| <p>interests what might they care about?</p> | <p>which of their interests am I meeting?</p> <p>met</p> | <p>yesable proposition "if you were going to say 'yes,' you would need to be sure that...."</p> |
| <p>alternatives what will they do if they don't say yes to you?</p> | <p>unmet</p> <p>what fears or concerns do they have?</p> | |

reasoning *what logic makes sense to them? what would they find compelling?*

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|-------------|-----------------------|------------------------------|
| <p>data</p> | <p>interpretation</p> | <p>questions to ask them</p> |
| <p>data</p> | <p>interpretation</p> | |

relationship *do they trust me? how can I build trust and credibility over time?*

| | | |
|---|---|--|
| <p>relationship audit</p> <p>interests: are they shared or competing? competing 1 2 3 4 5 shared</p> <p>relationship: do they see me as trustworthy? untrustworthy 1 2 3 4 5 trustworthy</p> <p>fear: how secure are they with this proposal (me)? risky 1 2 3 4 5 safe</p> <p>status: do they feel respected by me? demeaned 1 2 3 4 5 respected</p> <p>communication: is communication two way? one-way 1 2 3 4 5 two-way</p> <p>Total your score.* _____</p> <p><15 expect a high level of resistance. consider improving the relationship before you try to influence. 15-20 they are likely to find you Persuasive. be sure to manage Resistance as it occurs.</p> | <p>what would incline them to trust me?</p> <p>trust</p> | <p>things i can do to build the relationship</p> |
| | <p>distrust</p> <p>what makes it hard for them to trust me?</p> | |