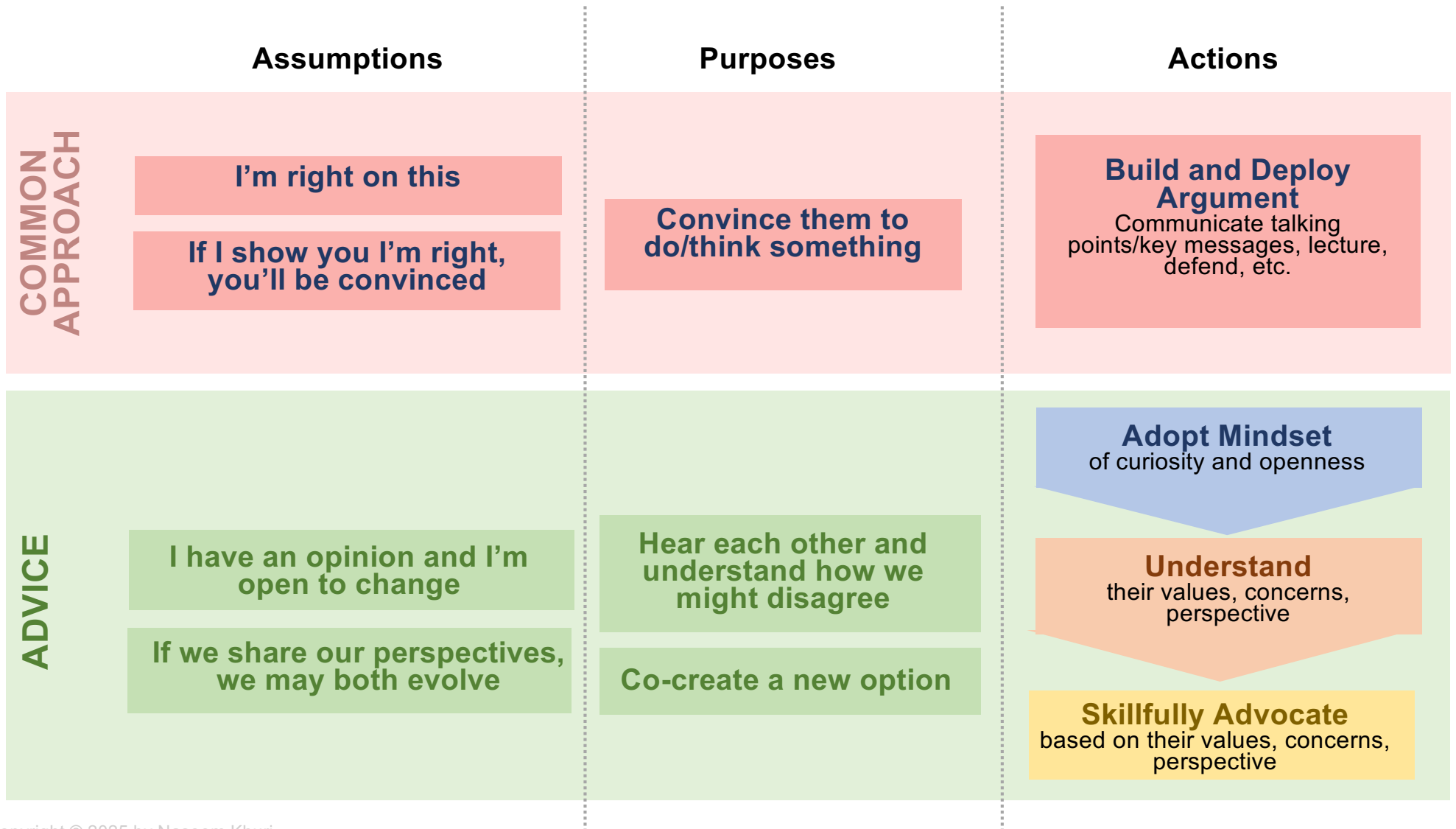


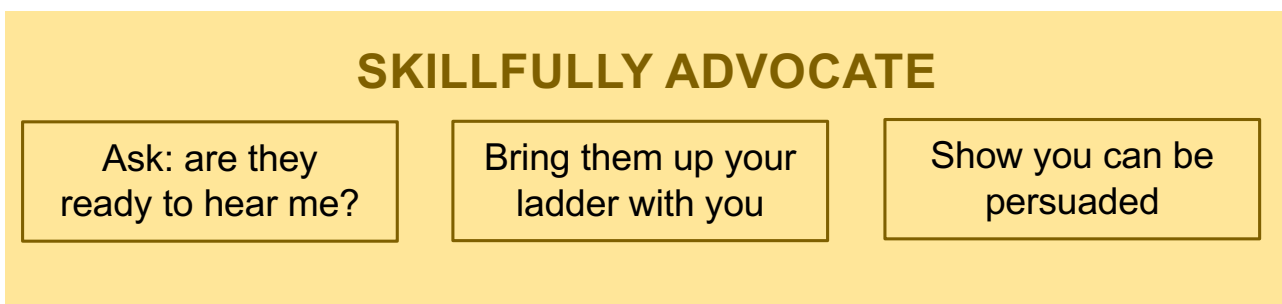
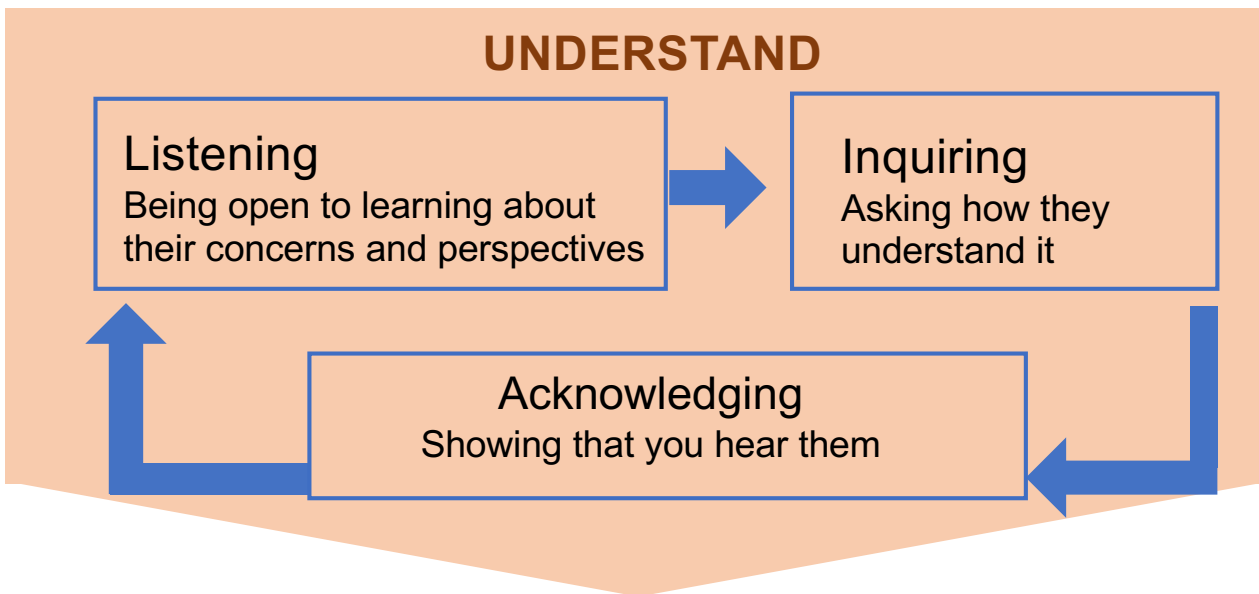
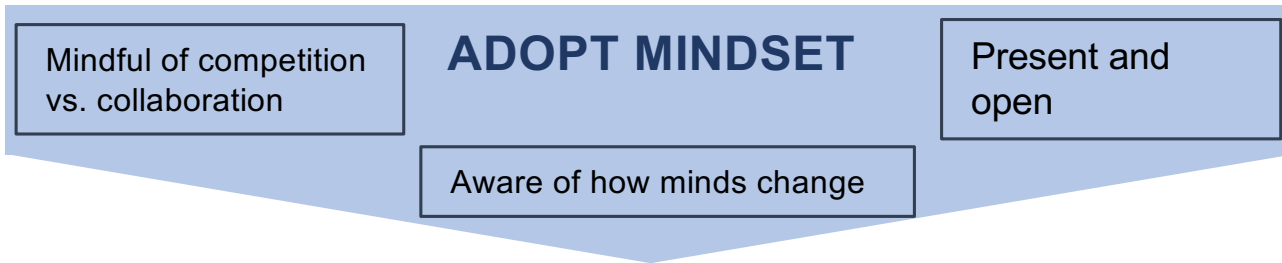
Influence Goals

It's critical to think clearly about your goals in a conversation where you're trying to influence effectively. If your purpose is simply to convince them to adopt an idea you have already created, you may want to rethink your assumptions, adjust your purposes, and develop different actions.



KEY SKILLS

Make deliberate decisions on how you'll approach your next conversation where you'll need to manage difference and influence...



CHECKLIST

...and ask yourself these questions

- Am I mindful of competition vs. collaboration?
- Am I aware of how minds change?
- Am I present? Am I open to learning?

- Do I understand their ladder?
- Am I balancing the three skills of understanding before moving to skillful advocacy?
- Am I really understanding the problem before I'm trying to solve it?

- Have I made sure they feel heard before I advocate?
- Am I demonstrating openness to being persuaded?
- Am I willing to co-create a slightly-different path forward?