

INFLUENCE

— *without* —

Feeling Fake or Pushy

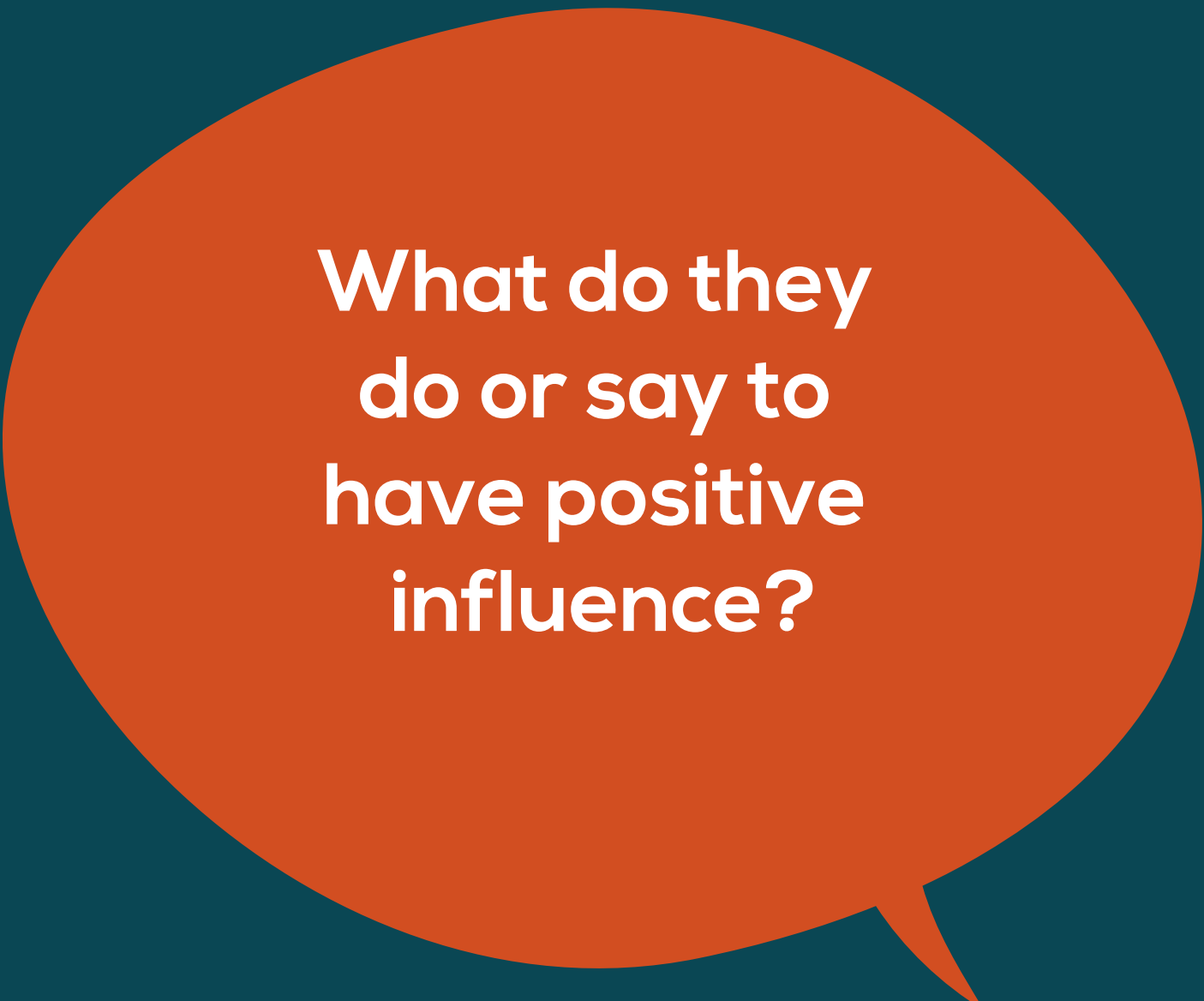
**LEAD
THROUGH
STRENGTHS**

01 **KNOW THY HUMANS**

02 **EXPLORE SCENARIOS**

03 **USE STRENGTHS**

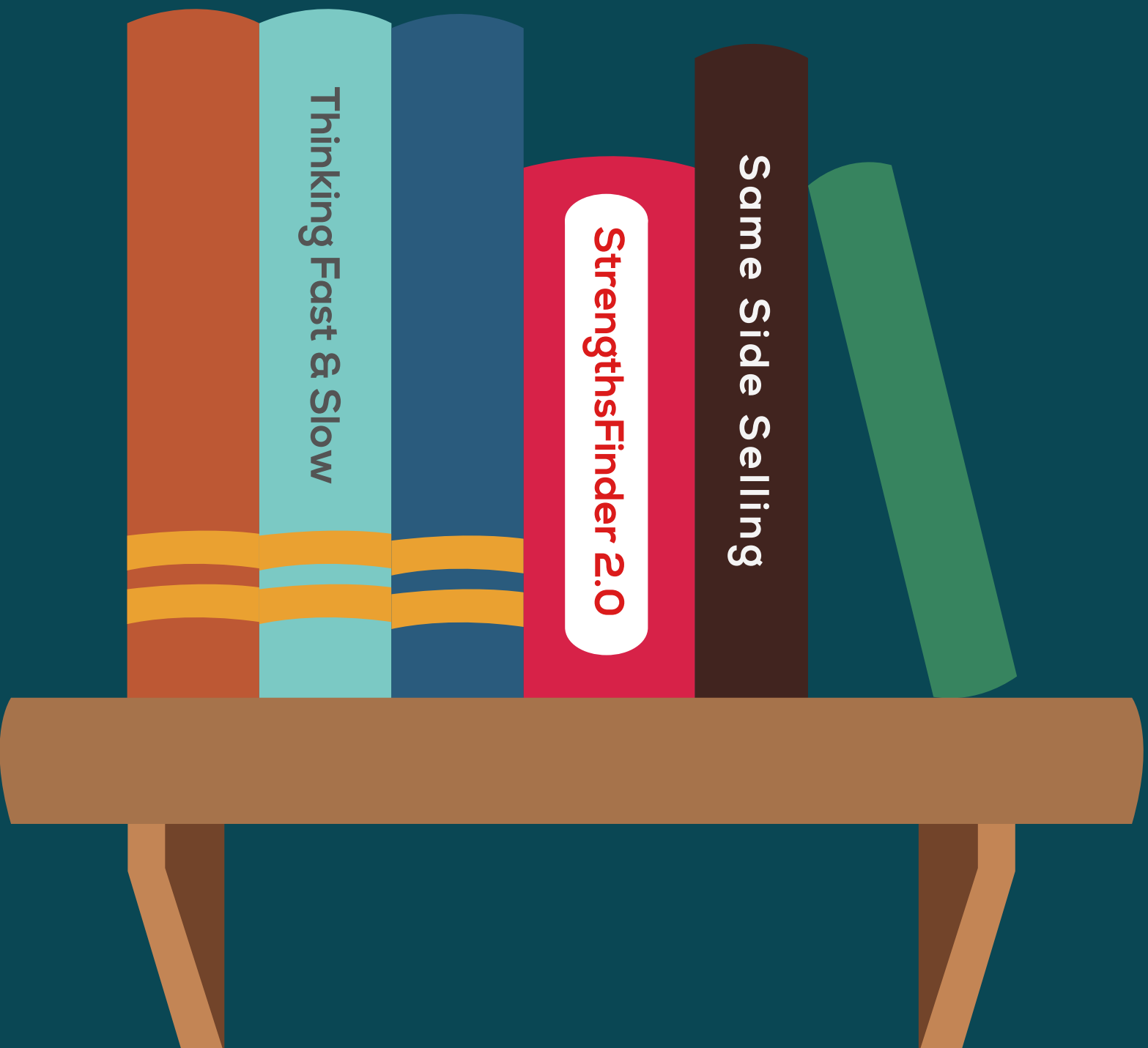
THINK OF AN INFLUENTIAL PERSON YOU KNOW



**What do they
do or say to
have positive
influence?**



**Humans: we're
complicated
and emotional**



RISK-LOSS AVERSION

2X



LOSSES

(+) PSYCHOLOGICAL VALUE



PLEASURE
FROM
GAINS

GAINS

PAIN
FROM
LOSS



(-)



DON'T WORRY
You don't have
to run around
frightening people

Simply Frame Up:

- New risks on the horizon
- Unmet customer needs
- A peek at an uncertain future
- Downside to sticking with status quo
- How things will take a dip in the future
- Ways the situation has changed, yet most people haven't noticed yet

**Important: don't make them sound
foolish for not seeing the risk yet**

INFLUENCE WITH MORE EASE

**Which one seems
like an easy way
to frame up a
conversation?**

**Which of your talents
makes it easy?**

- New risks on the horizon
- Unmet customer needs
- A peek at an uncertain future
- Downside to sticking with status quo
- How things will take a dip in the future
- Ways the situation has changed, yet most people haven't noticed



Influence:
Humans make decisions with
emotion, and justify with logic



**Influence:
Use emotions
as data**



Influence:
All feelings are not
Hallmark emotions

YES

NO

Others-aware

Fake or "put on"

Authentic

Pushy

Truthful

Manipulative

High-integrity

Fear monger

Positive intent

Malicious intent



HARD DATA ON "SOFT" SKILLS

Only 11% of employees fail at work because they lack technical competence for the job.

The other 89% of the time, it's a lack of "soft" skills.

**To be more influential,
invest in your people skills.**

01 **KNOW THY HUMANS**

02 **EXPLORE SCENARIOS**

03 **USE STRENGTHS**

SELL
ME



ASK
MORE

TELL
LESS

WHY


AM

I

TALKING



STAY CURIOUS



Which of your
top talents
leads you to be
curious and ask
a lot of questions?

FOCUS
ONFIT

GET IN THEIR SHOES

Which of your top talents helps you understand someone else's position?

MAKE WORK EASY

A.K.A. Be Easy To Work With

EASY!

EASY!

EASY!

1. Smaller chunks

Example:

Problem - ops team
won't reply to me.

Solution - move from
weekly update to
discrete action requests.

EASY!

EASY!

EASY!

1. Smaller chunks

2. Closed-ended options

Example:

"Reply with a simple yes or no."

"Do you prefer A, B, or C?"

This will get you a faster answer than

"Your thoughts?"

EASY!

EASY!

EASY!

1. Smaller chunks

2. Closed-ended options

3. Give something to react to

Example:

"I drafted some initial thoughts. If this feels like the right direction, feel free to edit this document directly"

01 **KNOW THY HUMANS**

02 **EXPLORE SCENARIOS**

03 **USE STRENGTHS**

**IT'S NOT JUST
WHAT
YOU'RE ASKING
FOR**



"HOW" EXAMPLES

Having well-organized thoughts

Telling stories (examples) people remember

Seeing leading indicators in data

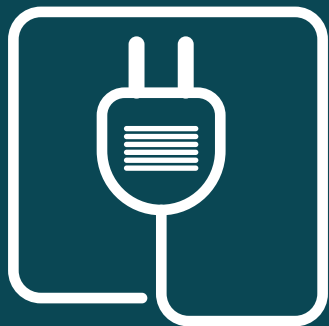
Intuitively knowing where others
stand on issues

Creating momentum by starting quickly

Asking nuanced questions

An orange speech bubble with a white question mark inside, pointing towards the top of the slide.

YOU?



It's easy for me to:

Ask Questions
Assure People
Assure Quality
Be An Expert
Be Expressive
Be Introspective
Be Out Front
Be Responsive
Be Selective
Be Serious
Be Thoughtful
Bring Harmony
Coach Others
Comfort People
Concentrate
Connect Ideas
Connect With People
Control
Create Momentum
Create Order
Curate Ideas
Design Things
Do Something New

Embrace The Spotlight
Enforce Policies
Find Commonalities
Find Outliers
Find Patterns
Find Truth
Fix Problems
Generate Excitement
Get Approval
Get Others To Commit
Get Results
Give Advice
Have A Good Time
Help Others Grow
Imagine The Future
Innovate
Inspire Others
Iterate
Make Decisions
Make People Safe
Mingle With Others
Organize Things
Perfect Things

Plan For Future
Poke The Bear
Prioritize
Present Business Case
Recognize Others
Re-energize Stalled Projects
Respond To Issues
See Nuance In People
"See" People Fully
Set The Context
Share Big Ideas
Share Lessons Learned
Simplify The Complex
Spark Action
Spread Acceptance
Suggest Solutions
Take Charge
Take Classes
Tell Stories
Think Deeply
Weigh Risks
Work Carefully
Work Fast

— YOUR —
STRENGTHS
make you stronger

**LEAD
THROUGH
STRENGTHS**

1.

**You
Need
An Email
Response
ASAP
But They've
Gone Dark**

2.

**You
Have An
Unpopular
Idea, And
You Want
To Get
Others To
Consider It**

3.

**You're
Trying To
Get Peers
To
Implement
Your
Change**

4.

**Project
Is
Stuck
And You
Can't Get
Others To
Take Action**

5.

**Someone
Imposed
ASAP
On You,
Yet You
Need 2
Months For It –
You Need To
Ask For More
Time**

6.

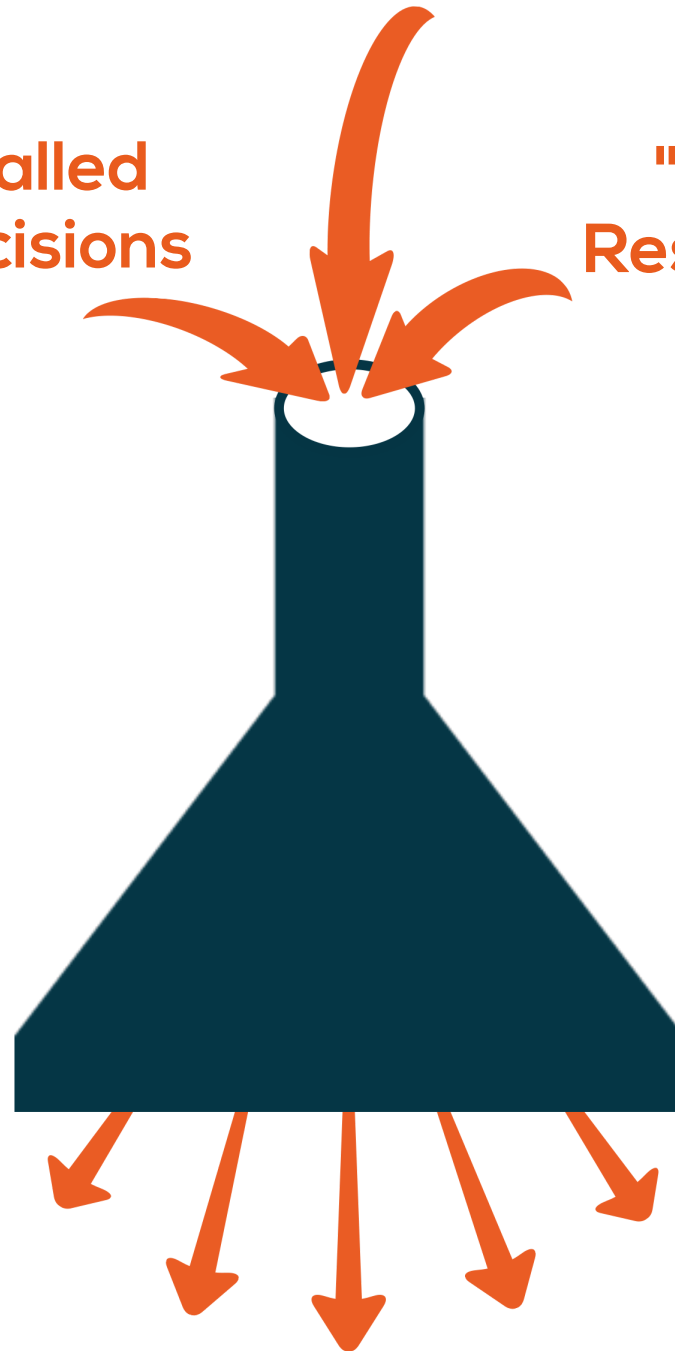
**You're
Presenting
"Up"
And You
Want To
Leave A
Good
Impression**

Build Responses from Your Strengths-Zone

Ideas You Want To Spread

Stalled
Decisions

"Meh"
Responses



New ideas for how to influence others
by contributing through your strengths

— *Their* —
STRENGTHS
show you how
they tune in

**LEAD
THROUGH
STRENGTHS**



The Four Demands

Thinking

Relating

**The Four
Demands**

Influencing
(Momentum)

Executing

MAKE A HYPOTHESIS ABOUT THEIR STRENGTHS

**Communicate in a way that honors
the listener. It's like an un-muffled
"mask conversation" – everything
gets clearer so that it's easy to listen.**



DIAGNOSE WHY YOU'RE NOT GETTING THROUGH TO THEM

Assess where your strengths led you to prefer a different way of focusing or communicating.



BE AWARE OF WHAT HAPPENS WHEN IDEAS GET ACCEPTED ON THIS TEAM

**Mentally run through the four
demands and see if one sparks
a hot angle for you.**



Strengths Resources

GET TO KNOW EACH TALENT THEME

leadthroughstrengths.com/talents

DOWNLOAD TEAM TOOLS

leadthroughstrengths.com/resources

SUBSCRIBE TO THE PODCAST

leadthroughstrengths.com/listen

CONNECT TO GET WEEKLY TIPS IN YOUR FEED

linkedin.com/in/lisacummings

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