

Communicating with Influence



Cathy Shimmin, Business Development Manager,

Directory of Social Change



**helping you
to help others**

What makes us tick?



... and what's that got to
do with onions?

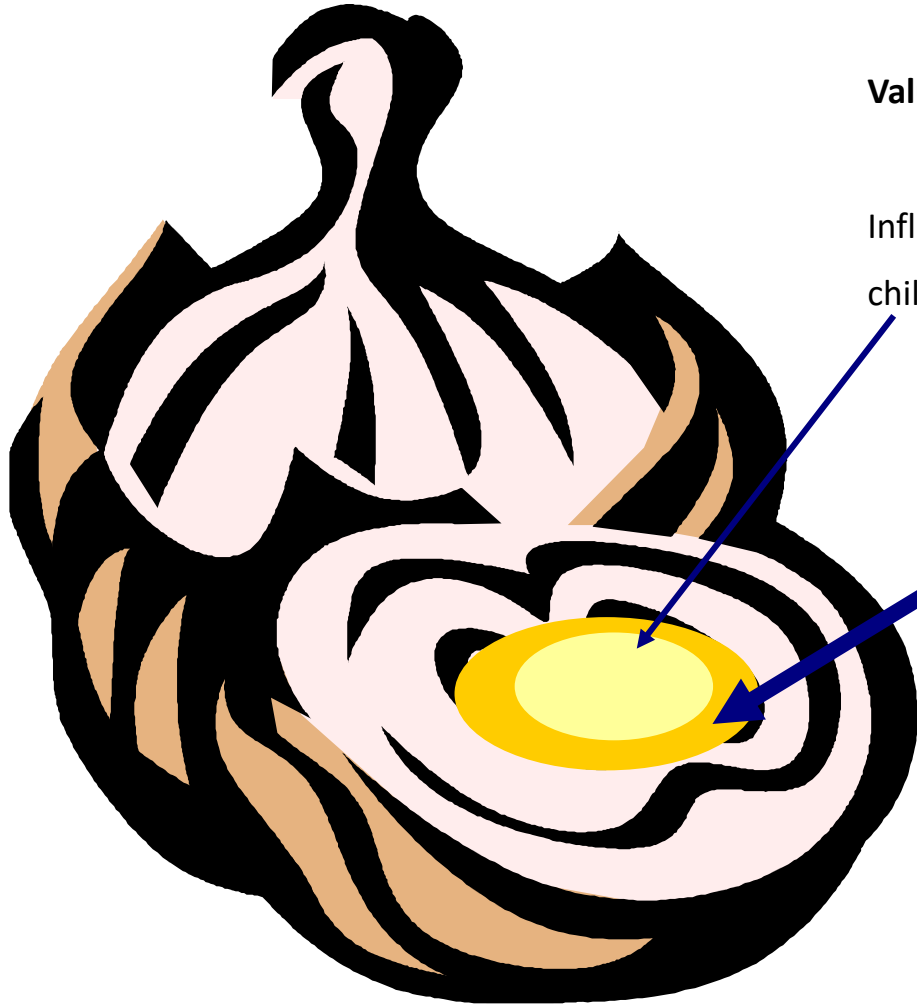


THE HUMAN ONION



Values

Influenced from early on in our childhood – by the 'big' people.

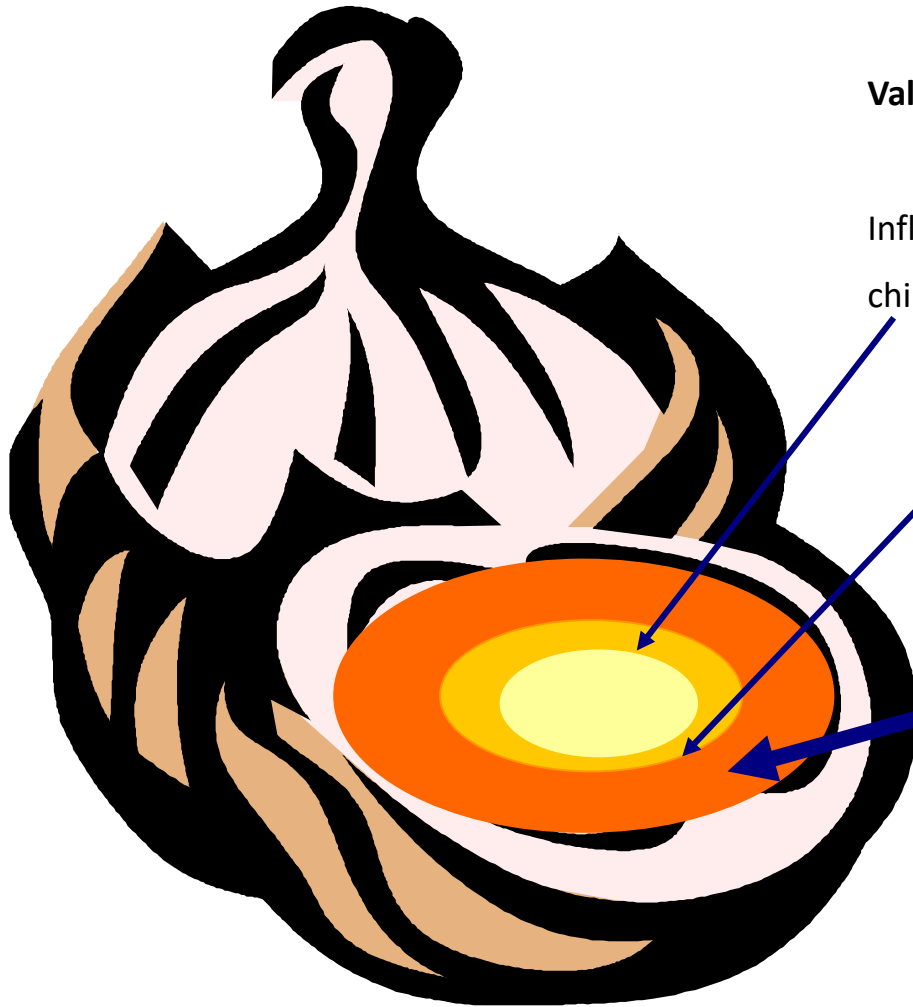


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Attitudes and Beliefs

Influenced by our values



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Feelings

An internal response, related to our attitudes and beliefs



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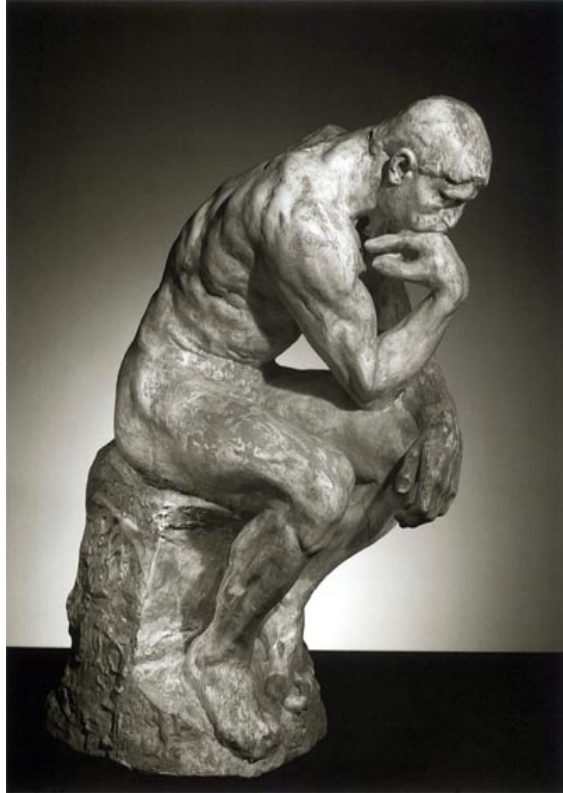
Feelings

An internal response, related to our attitudes and beliefs

Behaviour

An external reaction to all of the above

A thought someone shared with me



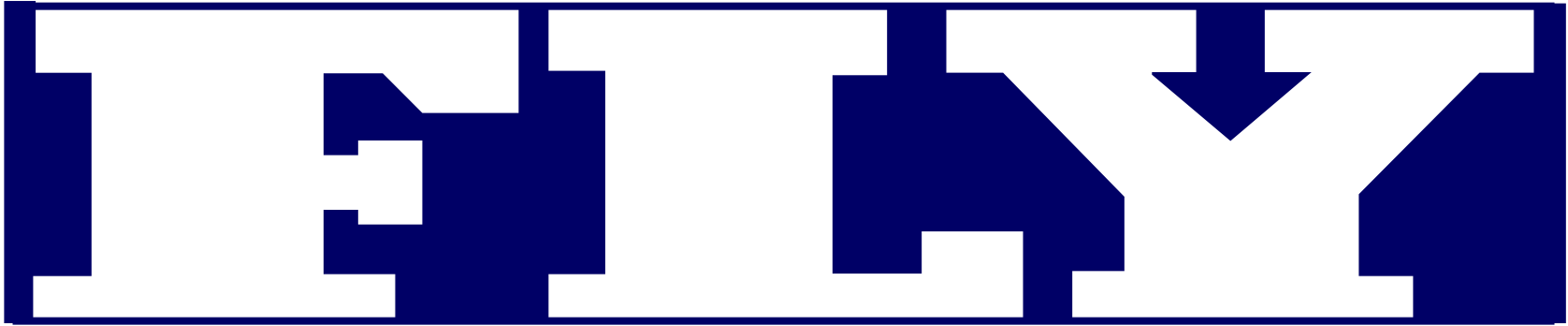
**“Isn’t it funny how we judge
others by their behaviour,
but we judge ourselves
by our motives”**

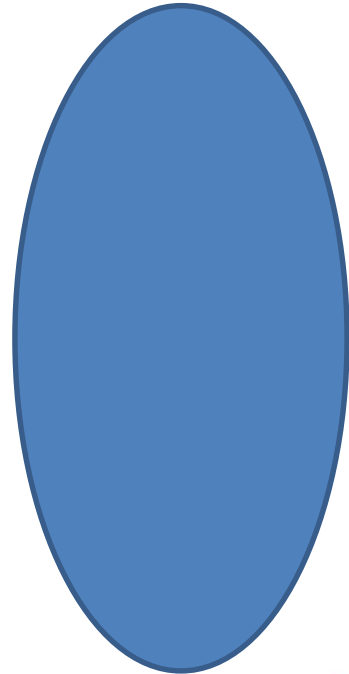
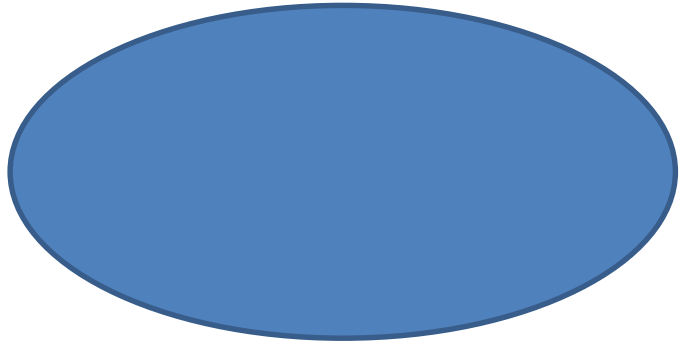
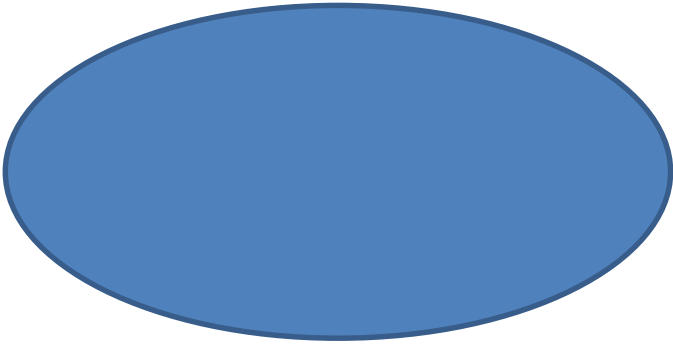
In order to be understood, Seek first to understand

Stephen Covey

7 Habits of Highly Effective People







Communication Style Preferences

FACTS & FIGURES

- Logical/Systematic
- Decide after evaluation
- Perfectionist/Accurate
- Practical
- Analytical
- Cautious
- Level Headed

PEOPLE & FEELINGS

- Neighbourly
- Intuitive
- Patient
- Reliable
- Even Tempered
- Trusting
- Good listener

NEW IDEAS & CREATIVITY

- Impulsive
- Enthusiastic
- Optimistic
- Talkative
- Mischievous
- High Spirited
- Persuasive

CHALLENGE & RESULTS

- Action Focusses
- Outspoken
- Adventurous
- Make quick decisions
- Risk taker
- Seeks solutions
- Determined

Task

Thinking about communication style preferences

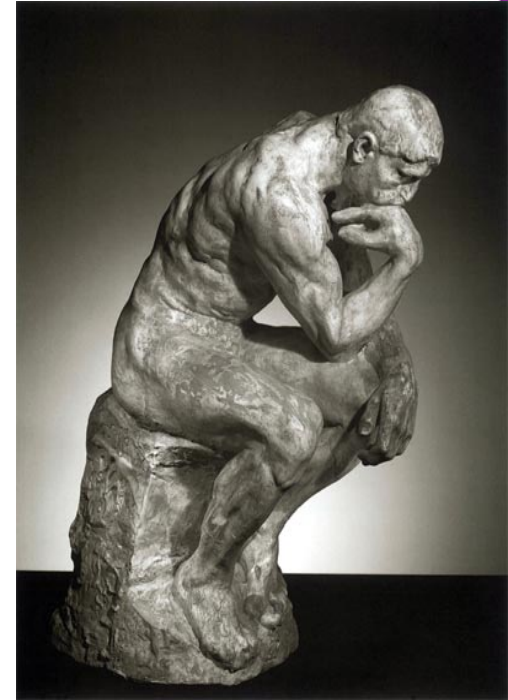
- How might we adapt our communication style to influence each of the 'preferences'?
- What will appeal to them?
- How might you support them?



Reflection and Action

Thinking about what makes people tick,
assumptions we make and communication
Style preferences

- What already works well for you when communicating with others
- Which new approaches could you try to develop your relationships with others?



A Listening Exercise

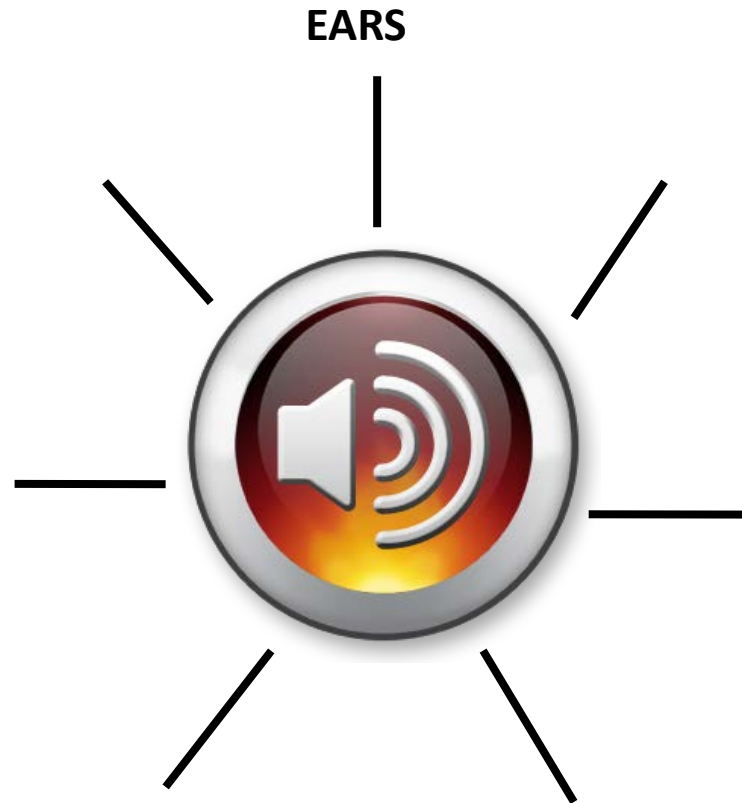
- You will need a pen and a piece of paper
- Work on your own – no comments or questions
- Instructions once only
- Follow instructions and do exactly what I say

Mummy Bull?

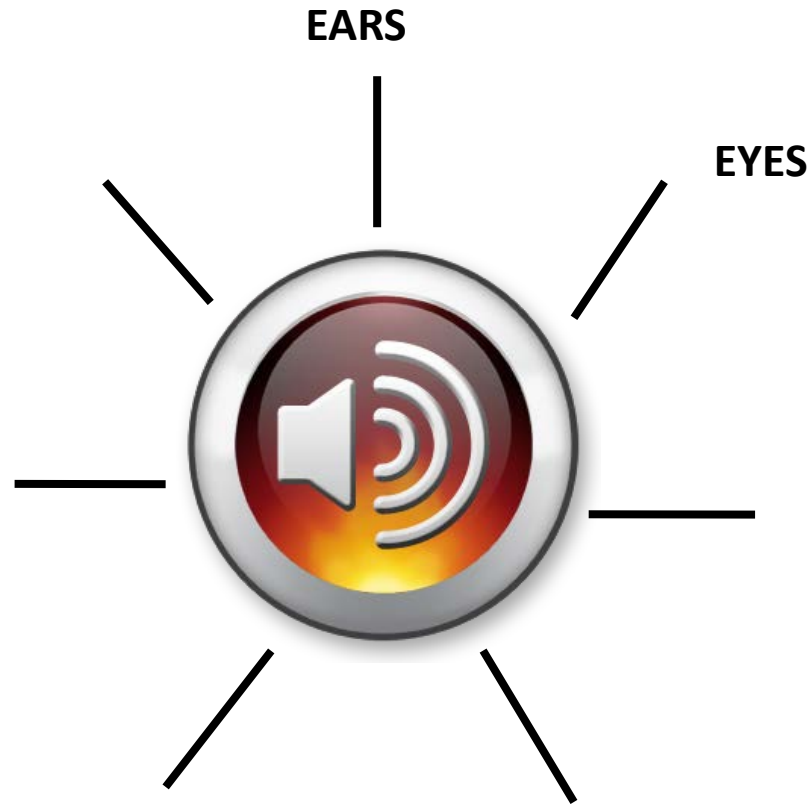




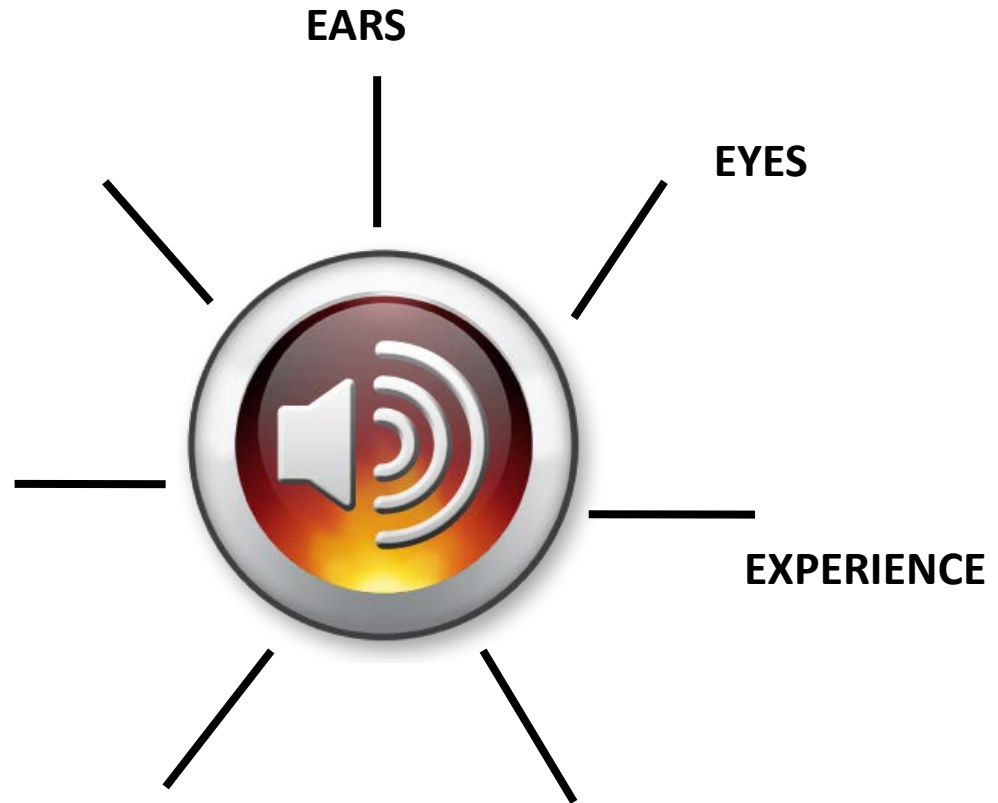
E'sy Listening?



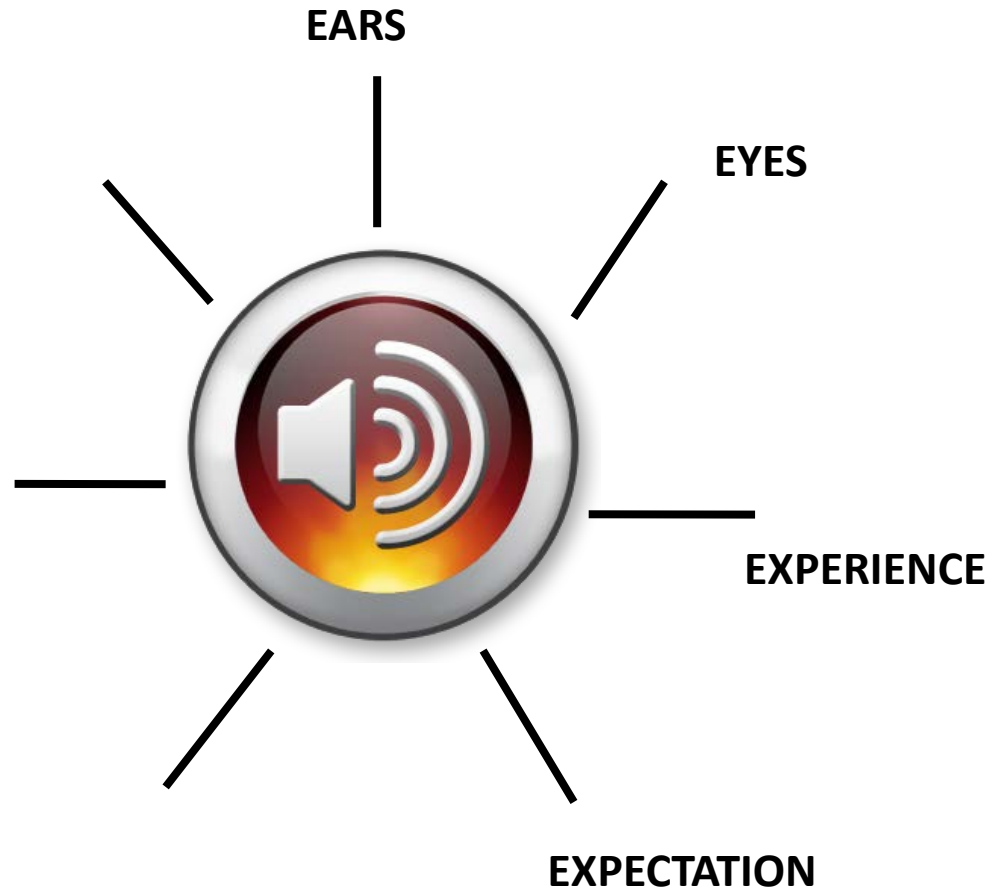
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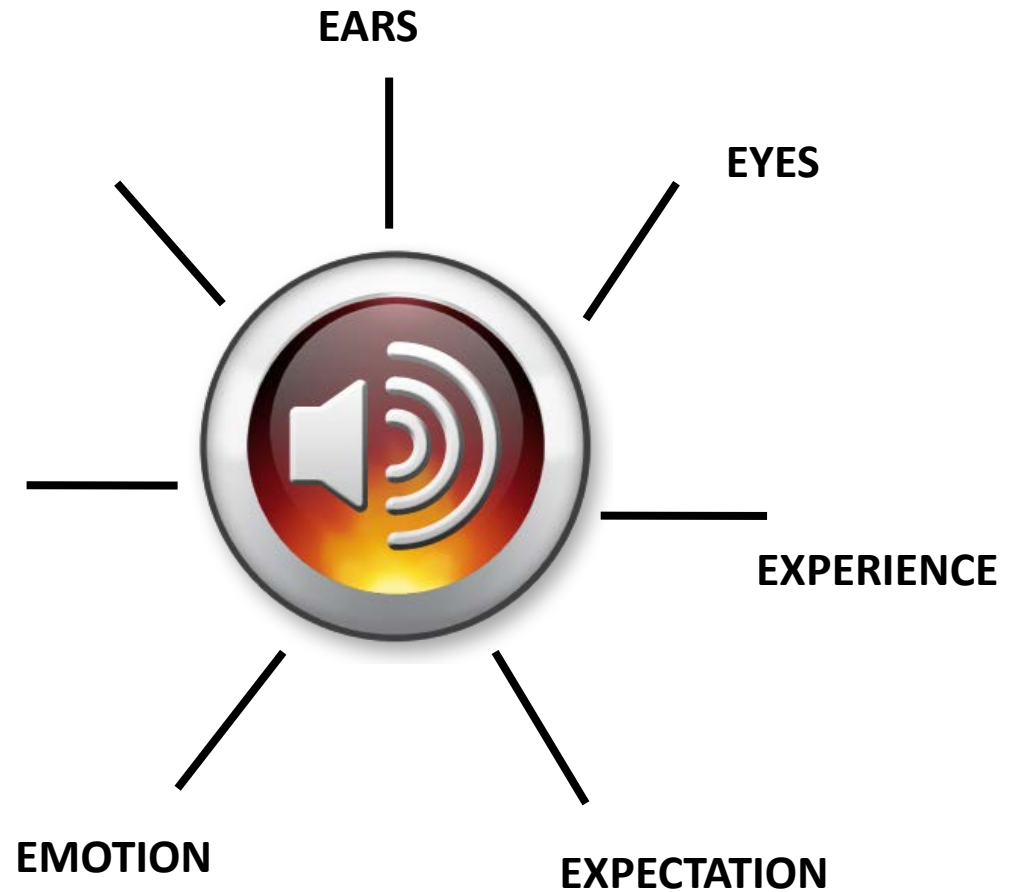
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E'sy Listening?



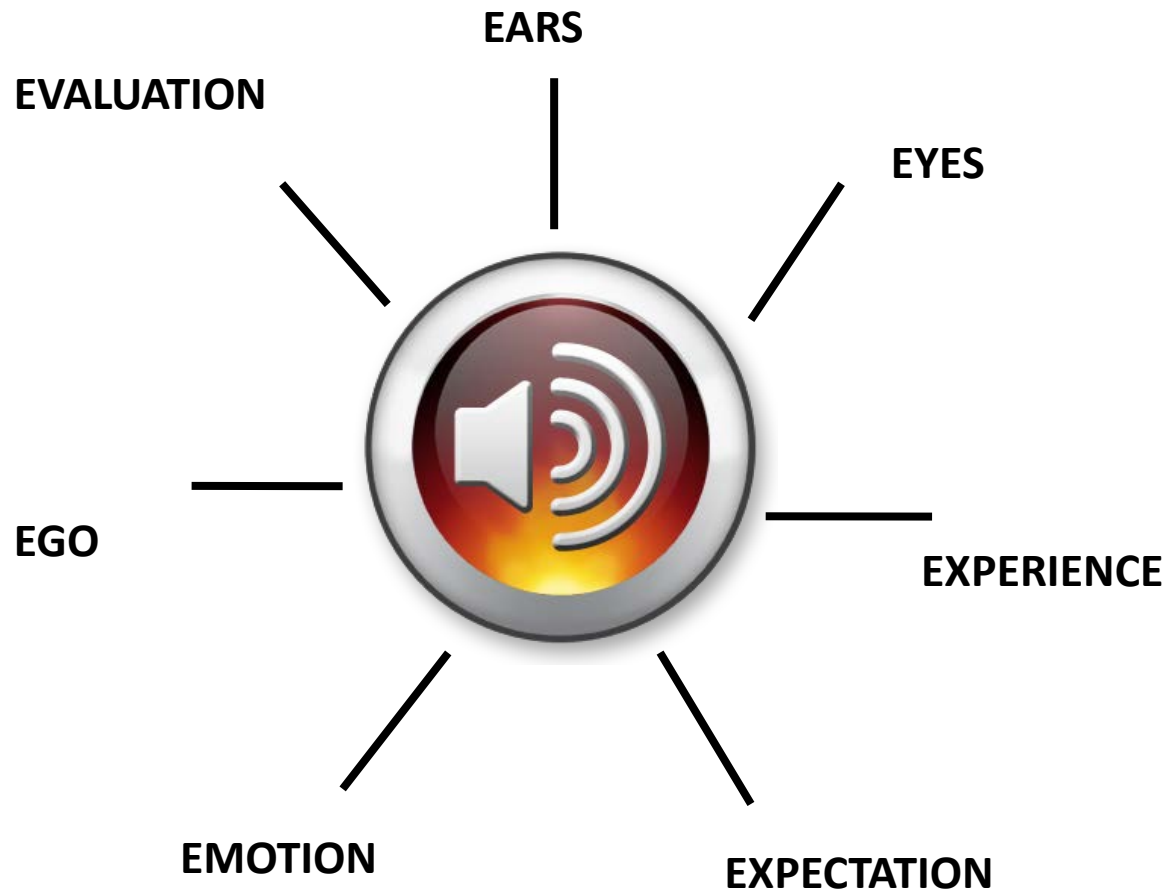
E'sy Listening?



E'sy Listening?



E'sy Listening?



7 Ways To Listen More Effectively

- Silence the inner talk
- Don't interrupt
- Don't plan your answer half way
- Avoid assuming the end
- Sum up and reflect back
- Check for understanding
- Ask questions

7 Ways To Engage More Effectively

- Choose a conducive environment
- Plan your opener
- Clarify goal conversation – to you and them
- Use 3 point frameworks
- Show benefits to them
- Choose language and jargon
- Ask effective questions

Useful Influencing Behaviours – Which do you use?

Which could you use more?

I express my views and opinions assertively enough to be taken seriously

I focus on facts and I focus on the future

I demonstrate listening by giving attention, reflecting data and feeling and summarising

I disclose personal and work information appropriate to the relevant situation



I use effective questions to increase my understanding of your position

I focus and build on common ground

I spell out the benefits or impact my idea, suggestion, view, has on ALL stakeholders

I state what I want or what action I want taken by you

If you would like to get in touch with the DSC Research Team about any of our publications or resources please contact the Research Manager

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If you would like to discuss training or speaking engagements please contact the Senior Training Manager,

Cathy Shimmin cshimmin@dsc.org.uk 07967 027304

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Or that we can provide Performance Coaching and Mentoring?

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Further Reading

- The Pleasure and The Pain
Debra Allcock Tyler, Directory of Social Change
- 7 Habits of Highly Effective People.
Stephen R Covey
- I'm OK, You're OK.
Eric Beirne

Next Steps



Further Training – Public Courses or In House from Directory of Social Change

- Communicate with Influence
- Becoming and Assertive Professional
- Confidence at Work
- Selling from the Heart

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