

Ep 50: Communicating to Effectively Influence

Connecting to reach your desired outcome



- Know your audience
 - Influencing is about giving your recipient something they want in order to get something you want. Focus on what they will get versus why you need, want, deserve it.
 - Understand what their goals and dreams are and how you can help them reach those.
- Plan your engagement like it is a pitch.
 - A "pitch" is a term for creating a short, concise rationale for why someone should choose you. The below framework works well in this situation.
 - Lead with who you are and your intended impact.
 - Give context to reinforce the magnitude of the impact as well as why you are the best person to solve it.
 - Explain what you need from the recipient.
 - Tell them why it is of value to them.
 - A pitch should be communicated in less than 3-5 minutes or a few concise paragraphs. Typically, a Q&A comes after to reinforce everything else.
 - Anticipate questions the recipient may have and be ready with responses.
 - It is important to consider timing, setting, familiarity with your audience and your message track. How you engage is as important as the message.
- Show you are invested in a shared outcome.
 - Tell personal stories (only if true!) , give examples, express a personal vision to demonstrate you are personally invested.
 - Make it easy for them to say "yes" by giving them an irresistible offer.
- Appreciate, reciprocate, pay-it-forward.
 - It is important to acknowledge and show gratitude for those who have helped you progress yourself, your work, your ideas and your POV.
 - Reciprocate when you can. Remember that influencing is a virtuous cycle. This helps you solidify the emotional connection.

Areas to address immediately are:

1. _____

2. _____

3. _____

Action Plan:

Action	Timing	Progress	Complete