

A Practical Guide to Influencing Stakeholders

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Overview



Understand your audience

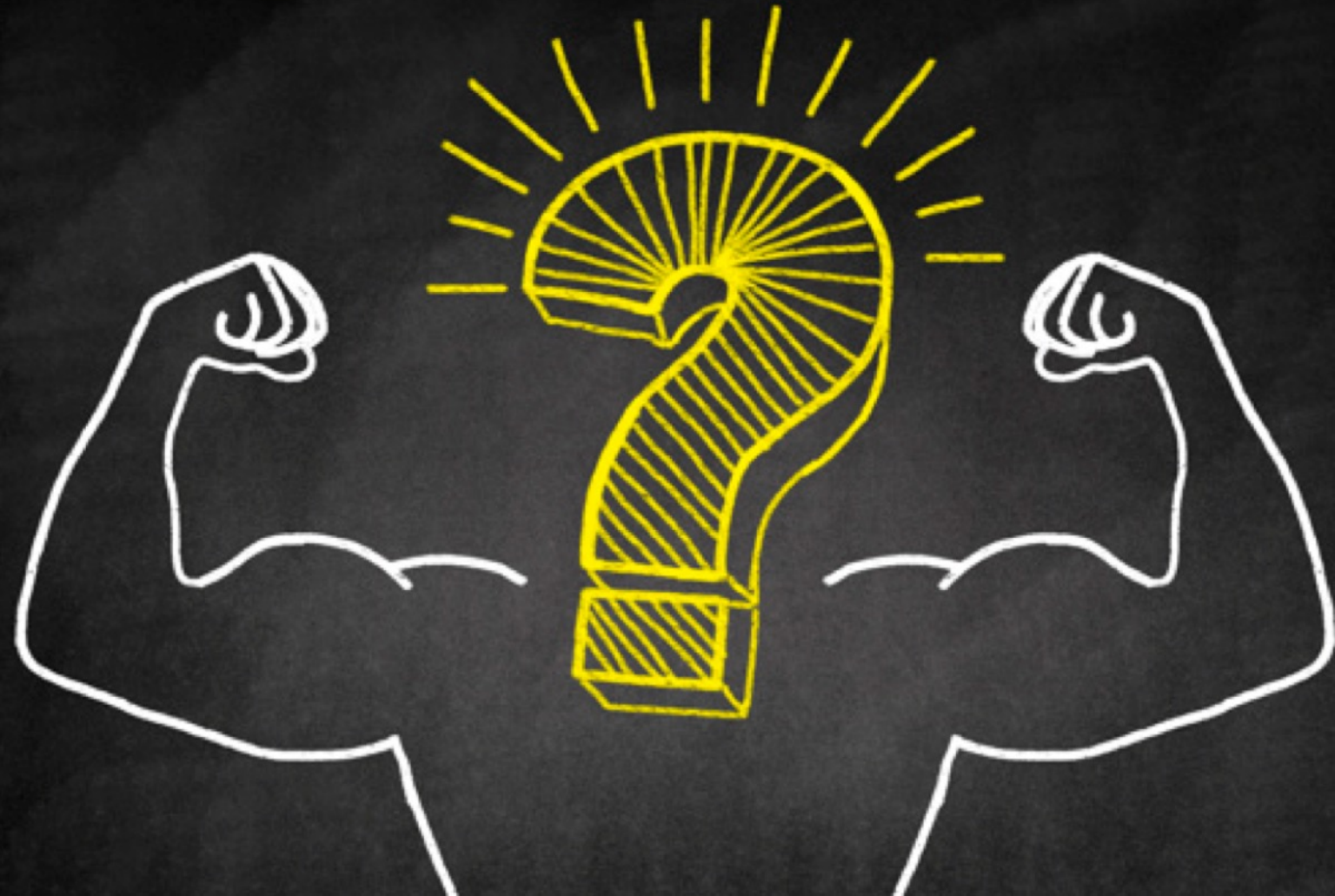


Focus on the negative

PAIN
FROM
LOSS

PLEASURE
FROM
GAIN

Leverage the power of a question





Curiosity drives interest

Use Stories: Let them do the maths



Get a foot in the door



Leverage the reassurance of others' actions





Prime for agreement

Do you want thinking or doing?



Tune in



Ten top Influence tips

Smile

Pick your moment

Use stories

Think about how
you frame numbers

Consider the prime
(mental start point)

Start with
something small
(especially if you
want them to
change their
current position)

Leverage
availability bias by
connecting to what
feels significant at
the time

Repeat things you
want people to
remember

Use social proof -
carefully

Work out what
someone *doesn't*
want and help
them avoid it