



3 Minute Mentor

Episode 50: Show Notes

Episode 50: Influencing Styles



You are trying to get to do a job but someone doesn't understand why. You need influence. Stop thinking about how you would be influenced to do the job. Try to adapt your influencing style to that of the person you are trying to influence. Here are three types of people and how to respond.

1. Are they very logical people?

Test: When they get a new gadget, do they carefully read the manual and then follow the steps? If this is the person you are trying to influence then clearly you need to use logic. Lay out your points in sequence and focus on the reasons for your ideas and benefits. These people are often rule followers and will not just think 'out of the box'.

2. Are they people-people?

Test: They tend to call people who know about the gadget and ask for help. With this type of person you typically have to take the time to get to know them. Rather than strictly using logic, they want to discuss a subject. These are people to have lunch or coffee with and explore every angle.

3. Are they net-net people?

Test: With their new gadget they will just plug it in and see what happens. These types of people want to get to the point quickly – they want the 'net-net'. This doesn't mean you don't have to have logic or reasons – they will ask for them if they need them. The big mistake with these people is to spend too long getting to your point. Many senior executives are often net-net.

Bottom Line: It doesn't matter how you want to receive information it matters how the person you are trying to influence does. You need to adapt your style to them.