



Presented at:
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Compelling Conversations: Influencing Positively and Powerfully

Why Influence Matters



- No one does it alone
- Getting results from your team requires cooperation
- Influence is key to effective leadership
- Achieving individual goals requires influence

“So the only way on earth to influence other people is to talk about what they want and show them how to get it.”

Dale Carnegie



Positive Influence is Not Manipulation

Influence is:

- Respectful
- Mutual
- Win-Win
- Transparent

Think: Persuasion

Manipulation is:

- Disrespectful
- One-Way Street
- Win-Lose
- Subterfuge, Dishonest

Think: Pressure or Coercion

Merriam-Webster says influence is:

the act or power of producing an effect without apparent exertion of force or direct exercise of command



Understanding Yourself & Others

Why bother to understand?

Why decode the communication style, motivations, and pace of yourself and others?

- Honor differences
- Build bridges based on mutual respect and understanding
- Find common language and make work efficient
- Improve collaboration and results
- Diffuse and depersonalize conflict

“For fast acting relief, try slowing down.”

Lily Tomlin

Who's Who in the Zoo?

Recognize
anyone?

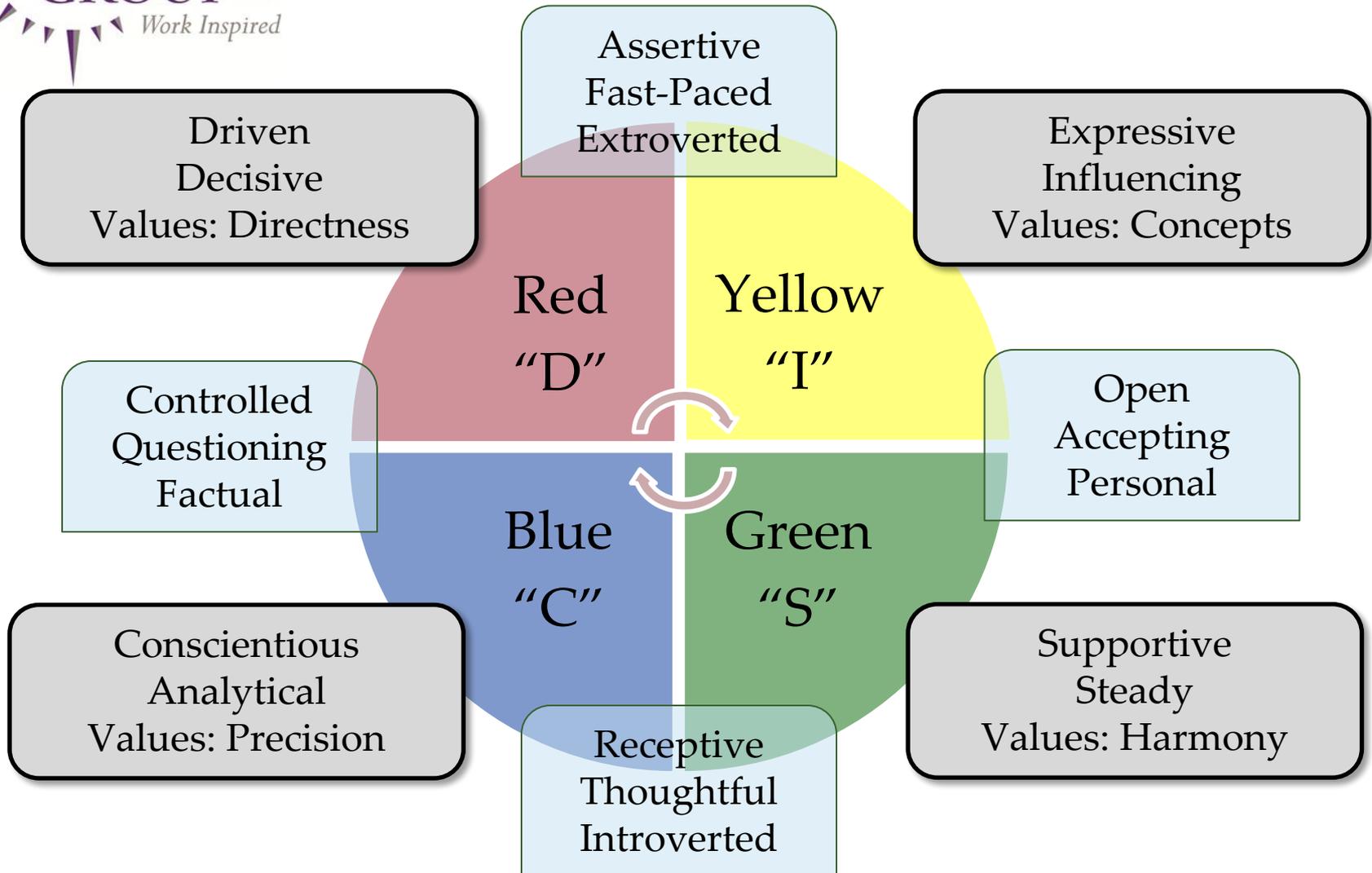
Which one are
you?



The monkeys stand for honesty, giraffes are insincere
And the elephants are kindly, but they're dumb
Orangutans are skeptical, of changes in their cages

Paul Simon

Which Style Are You?





Who Am I?

Insights for Compelling Conversations

The CEO

- 30,000 Foot View
- Founded company in garage
- Now: \$35M annual revenue
- Hates process
- Cuts to the chase
- Seizes new markets
- Identifies competitive threats
- Seeks ROI (return on investment)

Who am I?



Who am I?

Insights for Compelling Conversations

Chief Marketing Officer

- Several promotions
- Great hires & mentoring
- Detail oriented
- Thinks it over
- Hesitant to claim own ideas
- Conflict averse
- Loves challenge
- Struggles to tie team objectives to CEO goals

Who am I?



Who Am I?

Insights for Compelling Conversations

The Financial Advisor

- Outgoing, talkative
- Clients love her
- Enjoys meeting new people
- Gets lots of referrals
- Technical expertise
- Conducts in-depth analysis
- Deep product knowledge
- Multiple certifications

Who am I?



Who am I?

Insights for Compelling Conversations

The COO

- Never misses a detail
- Likes implementing strategies (but not creating strategy)
- Disciplined and focused
- Logical and systematic
- Has a few very close friends
- Team oriented, supportive
- Loyal and quietly compassionate

Who am I?



Compelling Conversations: Style-by-Style Overview

Red or “D”

DO

- Be brief and factual
- Make a solid business case
- Show competence
- Let them be in control

DON'T

- Give in-depth detail
- Make an emotional appeal
- Get too personal

Yellow or “I”

DO

- Show enthusiasm
- Chat and be sociable
- Focus on the positive
- Let them talk

DON'T

- Give in-depth detail
- React negatively
- Put down their enthusiasm



Compelling Conversations: Style-by-Style Overview

Green or “S”

DO

- Take your time
- Show patience and support
- Provide time to decide
- Be genuine, not too personal

DON'T

- Rush or pressure for action
- Change directions suddenly
- Break promises

Blue or “C”

DO

- Provide the details
- Answer questions patiently
- Give time to decide
- Be formal and respectful

DON'T

- Be chatty or overly friendly
- Show up unprepared
- Pressure for a quick decision



Resources

- What is Your “Influencer Score”? For a complimentary survey:
 - Email: kwinsor@thewinsorgroup.com
 - Subject Line: Influencer Score
- Axiom Software -DISCUS Profile:
<https://www.axiomsoftware.com/>
- Roger Birkman, *True Colors*
- Harrison Innerview: <http://harrison-innerview.com/index.html>



How Can We Help You?

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