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## how influential are you?

Posted by B1B\*Stella - 2009/09/17 11:38

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One of my favourite topics at the moment is about how we influence people.

As trainers we want to influence people all the time; to buy our services, to encourage people to events, to help them learn what they need to know....

One of the key researchers in the field of Influencing is Robert Cialdini and many of you may have read his book; Influence: Science and Practise.

He's also been broadcasting a lot and there are some interesting programmes and lectures around.

One that has just been recommended to me is

<http://www.thersa.org/events/audio-and-past-events/2007/yes!-the-surprising-and-often-costless-science-of-persuasion>

Whilst I teach the theory and practise of influencing regularly it's something that I have to consciously be aware of for myself to check whether I'm using the tools in the best way possible - both ethically and for effectiveness.

Some people feel uncomfortable thinking that other people can influence them on purpose - but people influence us whether they mean to or not.

And isn't it better to be aware of how you could be influencing people because at least then you can choose to do it for what you believe to be the right reasons rather than potentially unconsciously influencing them - possibly with unintended consequences.

Hmm - now I find myself asking questions about intentions....

Let me know what you think about Influence.

Yours persuasively,  
Stella

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## Re:how influential are you?

Posted by janetstevenson - 2009/09/20 19:16

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Hi Stella

I'm very interested in influence too - though influence in positive and ethical ways - not manipulating!

I've been doing some personal development in the area of non-verbal intelligence with Michael Grinder, and one aspect of that is influencing. I'm learning such a lot and it's all very practical and useful.

I've listened to Robert Cialdini too - an amazing man.

Warm regards

Janet

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