

FOUR METHODS OF INFLUENCE

There are various ways to influence people, and knowing which method works best in each scenario is key.

Persuading

Here, you take on the role of the expert. Using language like "I recommend," "I propose," or "I suggest," helps you establish credibility and guide the conversation.

Asserting

This is a more direct method, using language like "I need," "I want," or "I expect." It works well when you need to set clear expectations.

Drawing

When rapport-building is crucial, ask for the other person's thoughts and feelings. Use phrases like "What do you think?" or "How do you feel about this?" This method is excellent for fostering collaboration and trust.

Energizing

Sometimes, enthusiasm is the secret sauce. Phrases like "I believe," "Together we can," or "Imagine" combined with high energy can motivate and inspire.



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