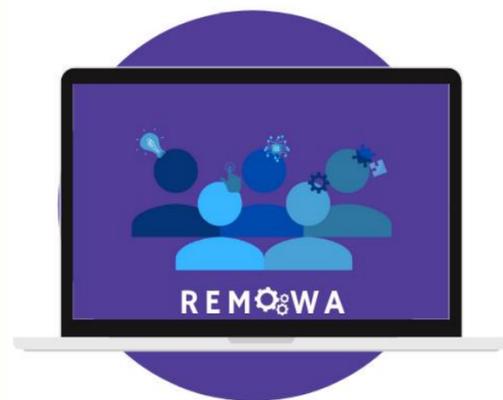


Remote working management skills for HR professionals

Exercising Influence

Presentation



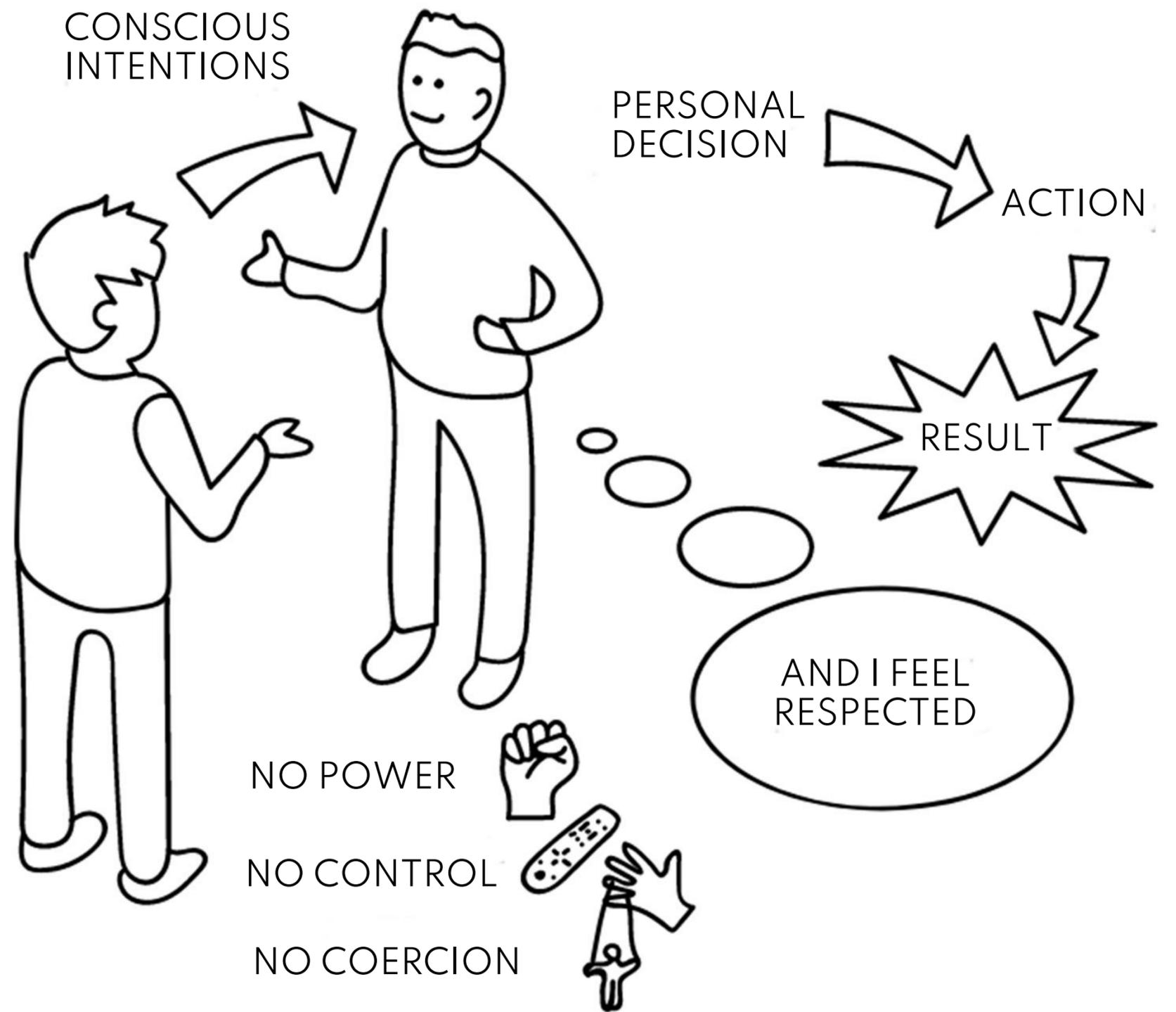
INTRODUCTION

Exercising influence

REMOWA



Look at the infographics and try to define what **INFLUENCE** is.



“Influence

means moving someone to action without the use of direct power, control, or coercion. Influence is behavior used with the conscious intention of achieving a result. If it is done well, the other person feels respected and makes a personal decision to take the action.” (Barnes, 2007)



Read and compare definitions.

Power

Manipulation

Influence

Communication

Power is an “asymmetric control over valued resources in social relations”. (Magee, Galinsky, 2008). These resources may include: individual’s role, job, status, power delegated from a group, information, skill or expertise, reputation for achievements and ability to get things done, relationships and mutual obligations, moral authority and personal power, based on self-confidence and commitment to an idea, material goods such as money, office space, car, etc. (Barnes, 2007)



Read and compare definitions.

Power

Manipulation

Influence

Communication

Manipulation is getting someone to take action or agree to something by using dishonest or hidden means. Usually the person who is manipulating benefits from the action and it may be against the interest of the manipulated. While influence is done in the open and means treating people with respect and offering them a choice. (Barnes, 2007)



Read and compare definitions.

Power

Manipulation

Influence

Communication

Communication is moving information from one mind to another.



Read and compare definitions.

Power

Manipulation

Influence

Communication

Influence is based on communication and means getting another person or group to take action, without the use of direct power. (Barnes, 2007)



Now, look below and analyse the distinction between communication, influence, manipulation and power.

	Power	Manipulation	Influence	Communication
Result	Present	Present	Present	50/50
Relationships	Can destroy	Destroys	Builds	Not affected
Respect	May be present	Not present	Present	Not influenced
Psychological position	Domination	Domination	Symmetry	Symmetry
Motivation	External	External	Internal	Internal if any
Intentions	?	Impure	Pure	Unknown

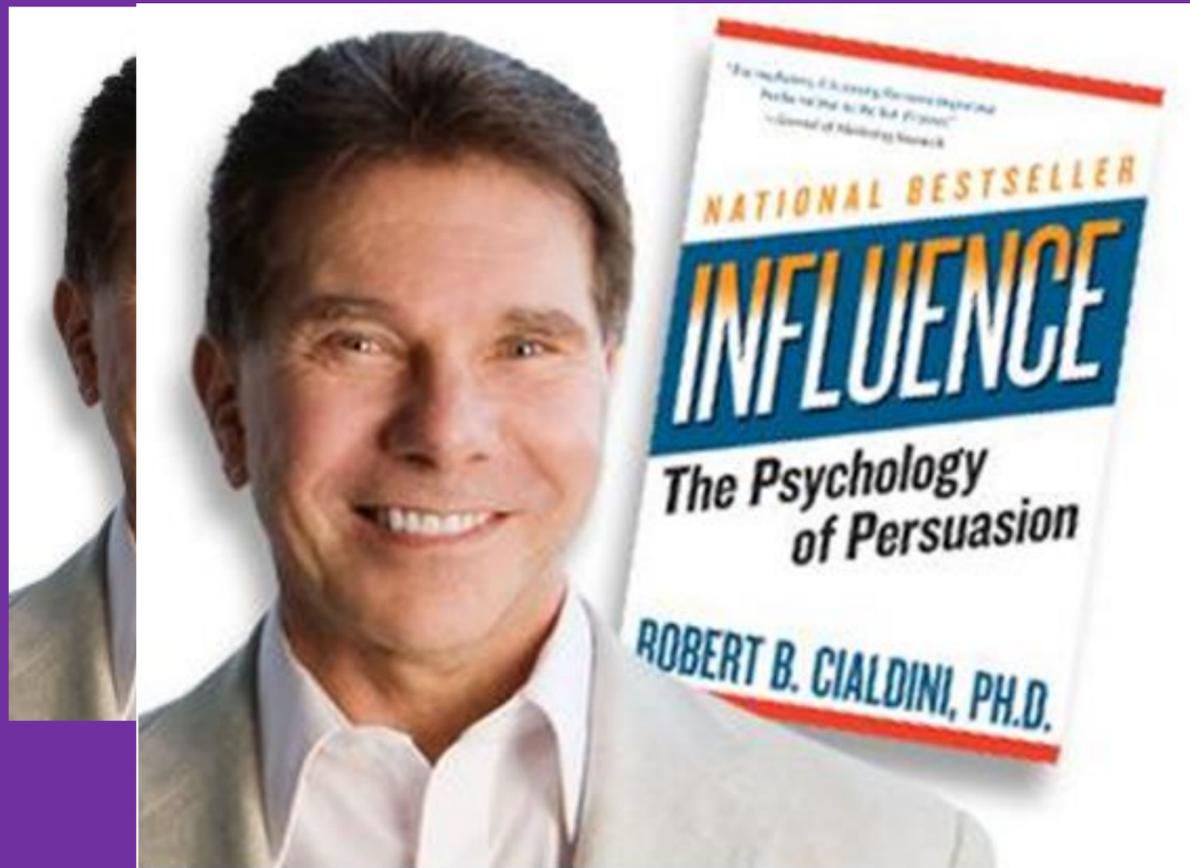
6 INFLUENCE MECHANISMS

BY ROBERT CIALDINI

Exercising influence

REMOWA





In his book *Influence: Science and Practice* Robert Cialdini (2008) describes six principles of persuasion that rely on our automatic, evolutionary reactions in certain situations, and can be used to exert influence on us.

Picture: <http://hsuuntied.com/rcialdini/>

The six principles:

LIKING



LIKING

People prefer to say yes to those who they like.
Who do we like?

- people physically attractive,
- people who are similar to us,
- people who pay us compliments,
- people who cooperate with us towards mutual goals,
- people who we associate with something pleasant.

The six principles:

AUTHORITY



AUTHORITY

People, when in doubts or just taking a decision making shortcut, tend to follow the lead of credible knowledgeable experts or people who they perceive as such. The principle works even if the person is not a real authority but simply makes such an impression, or by stereotype they are recognized as such - for example by using a scientific title or wearing a uniform specific for a group associated with authority (e.g., police, medical doctors).

The six principles:

SCARCITY



SCARCITY

People want more of the things (physical goods, relationships, information etc.) that are scarce since scarcity makes them more attractive, having more value. Moreover, scarcity deprives us of the freedom of choice and the need to regain it, makes the possibility of choice that was taken from us more attractive. According to Cialdini, the possibility of losing something seems to be a stronger source of motivation than a profit of a similar size.

The six principles:

SOCIAL PROOF



SOCIAL PROOF

Often when in doubt or when lost we tend to decide that something is correct, e.g. a specific behaviour, based on what others think or do.

This, for example, is the reason for using laughter tracks in sitcoms. People find them funnier when other people laugh, even when the laughter is canned. Uncertainty of how to act in a situation combined with others being similar to us are the factors that increase the effect of social proof.

The six principles: COMMITMENT AND CONSISTENCY



COMMITMENT AND CONSISTENCY

It is very difficult to change our minds once we have made a decision. We strive to be consistent. Our future decisions are made to justify the earlier, even when the earlier decision was bad. The thing that activates consistency is our commitment. To maximize the effect, the commitment should be voluntary, active, public and in writing. Expressing commitment in public makes a person more obliged to be consistent.

The six principles:

RECIPROCITY



RECIPROCITY

People tend to feel obliged to give back the form of behavior, gift, or service that they have received from others. The system of reciprocation has been so ingrained into our thinking and humanity, that we are conditioned to feel bad when we do not return the favor.

The effect is stronger when the favor or gift is personalized and unexpected.

References

Cialdini, R. B. (2008). *Influence: Science and Practice*. Boston, MA: Allyn & Bacon