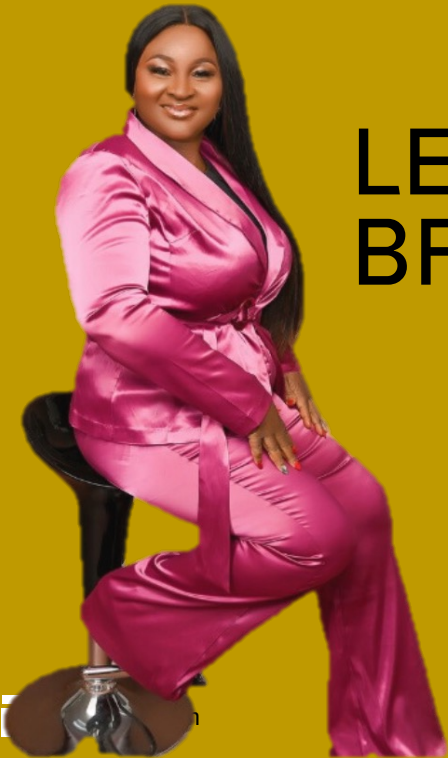


LEADING THROUGH INFLUENCE

BRIGITTE O'MICHAELS





NAME: Brigitte O'Michaels

Professional Background:

3 Interesting Things About Me:

■ POLL

Leadership Experience Assessment Poll

How important is Leading with Influence ?

1- Learn what leadership is. Everything rises and falls on leadership and leadership is influence. Nothing more, nothing less.

2- Learn that the lowest level of leadership is positional leadership. Most leaders fail because they try to lead from power rather than influence. And...

3- Learn the seven scientifically proven by research the seven most powerful principles of influence.



— Good News!

***“You don’t have to be sick
to become better”***

The Seven Universal Principles of Persuasion

- 1. Reciprocity**
- 2. Liking**
- 3. Unity**
- 4. Social Proof**
- 5. Authority**
- 6. Consistency**
- 7. Scarcity**

Let's talk about...

Reciprocity

Reciprocity Mystery > Foreign Aid



Reciprocity – 27.05.2007



Reciprocity, therefore, not only binds individuals together,
it can transcend individuals and bind groups, organizations
and whole societies together.



INDIVIDUALS



ORGANIZATIONS



GROUPS/SOCIETIES

— Reciprocity

An unexpected Gift



Fastfood Restaurant Study



— Reciprocity

Intangible Gift



cialdini.com


Brigitte & Mindset Coach
O'MICHAELS
Leadership, Growth

Reciprocity > Group Activity

Name some instangible gifts

- | | | |
|---------------|---------------------------|---------------------------|
| ▪ Attention | ▪ Advice | ▪ Genuine interest |
| ▪ Information | ▪ Favors | ▪ Empathy/Sympathy |
| ▪ Trust | ▪ Solutions, not problems | ▪ Constructive feedback |
| ▪ Recognition | ▪ Genuine compliments | ▪ Unexpected services |
| ▪ Cooperation | ▪ Active listening | ▪ Opportunities |
| ▪ Time | ▪ Affection | ▪ Saving the person time |
| ▪ Expertise | ▪ Laughter | ▪ Being open to ideas |
| ▪ Referral | ▪ Cheerfulness | ▪ different from your own |

— Reciprocity

The mindset of Giving



1. Give First
2. Challenge yourself: What will you give tomorrow?

Let's talk about...

Liking



cialdini.com

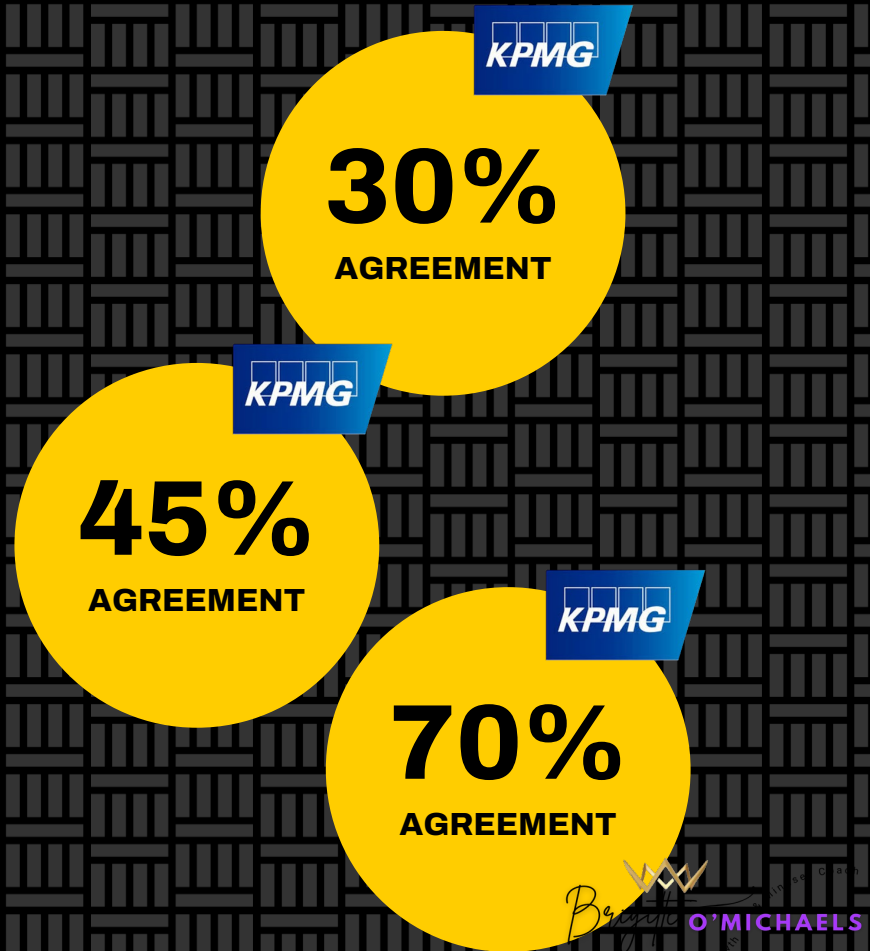


Liking leads to **Yes**

— Liking

Relation between KPMG
Account Manager and client

- **Weak**
- **Average**
- **Strong**



— Liking | Critical Insight

Build rapport
Before business



— Similarities

We like others who...
are like us

Similarities



Small Similarities matter



Similar Named Sender Study



Bas Wouters

A background image of a tropical beach during a hurricane. Palm trees are leaning and breaking in the wind, and waves are crashing on the shore. A semi-transparent yellow filter covers the right half of the image.

Hurricane

— Hurricane

Situation

- \$75 billion in damages
- Wind gusts of up to 100 miles per hour
- Emergency aid
- Fundraising
- Naming



Hurricane

- 75 new name suggestions by News Channels:
 - Snowicane (snowfall "Sandy")
 - Frankenstorm
- The first letter of the first name matches that of the hurricane's name



— Liking | Praise

Give
Compliments!



Praise

Tracy Story



cialdini.com



Praise people behind
their backs

Liking | Compliments

Give compliments about the desired behavior





Compliments on
Desired behavior

— Liking | Critical Insight

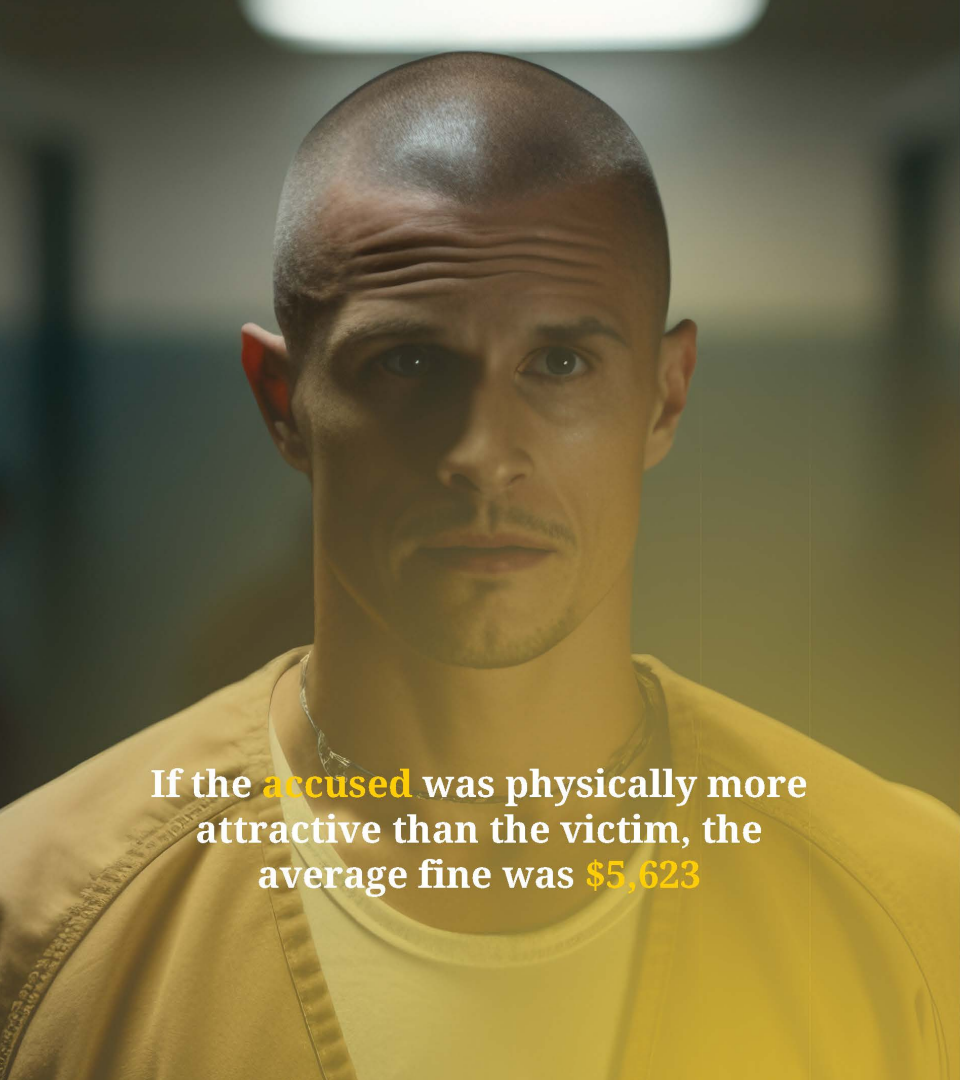
What about
liking attractive people?



Liking

They assessed the level of attractiveness of 74 defendants at the beginning of their court cases.





If the **accused** was physically more attractive than the victim, the average fine was **\$5,623**



However, if the **victim** was more attractive than the accused, the average fine was **\$10,051**

Liking | Critical Insight



This bias based on physical attractiveness applied to both male and female jurors

— Three things to note:

1. Become more Interested than Interesting
2. Do your homework
3. Use accomodating language



Let's talk about...

Unity



cialdini.com



**Blurring of boundaries
between “*self*” and “*others*”**

“*We-ness*”



Unity

The 10th Prisoner



I noticed you
didn't shoot the
10th prisoner.

Why?

— Liking vs. Unity

Liking: We say **yes** to people
who are similar to us.

Unity: We say **yes** to people
who belong to us.

— Social Proof vs. Unity

Social Proof: We say **yes** to a request based on the information of others.

Unity: We say **yes** to a request because the others belong to us.



Waiters – Ethnic background



— Acting together

Co-creation





Co-creation

50%
more favourably

Co-creation

The more managers thought they were **responsible** for the high quality of the work, the more they also **attributed** to their employees.



Co-creation

Key insight

Due to the co-creation process, those managers had stopped thinking in 'self' vs. 'others' terms.



Opinion ➡

Advice ➡



Ask what to do or how to do it.
Create a partner.



cialdini.com

Brigitte & Mindset Coach
O'MICHAELS
Leadership. Growth.

Thanks

**Brigitte O'Michaels Consulting
Certified Cialdini Coach
Trainer**

