



## CIRCULAR LEADERSHIP MASTERMIND TOPIC COMMUNICATING WITH INFLUENCE

### A. PREPARE:

1. What is your objective? What do you want from them specifically – do you need their approval, is it an invitation to collaborate on something, their input to solve a problem?
2. Engage your empathy and put yourself in the other person's shoes and reflect on – their role generally / priorities / challenges and how / to whom they manage upwards
3. What is their perspective on the topic you need to influence them on? What do they think about it, feel about it and what are they currently doing about it?
4. How does your request benefit them personally, benefit the company or avoid/minimise cost/loss to them personally or the company?
5. If you need their input to solve a problem – think of at least 3 possible solutions that you can suggest to them to stimulate their thinking especially if it's something they haven't considered before.
6. Who else might you need to get on board? Would it serve you better to approach these other people before or after this conversation? Would it help your case to have them on board in advance or do you need the input of this person first?
7. Based on everything you've just brainstormed, plan what you're going to say using mapping is across to their work and what's important to them. Use the persuasion format below to organise what you say. Make it concise, to the point, cull unnecessary background or detail – especially if it's some senior who's busy and/or in masculine energy where communication is more functional and for a purpose.

### B. MAKE AN APPOINTMENT

Set an appointment to speak about the topic so they are ready and primed for it – don't catch them on the hoof or in the middle of something else as you won't get them at their best. It heightens the chance of your request failing or the conversation not being as fruitful as you would like.



### C. PERSUASION FORMAT FOR YOUR CONVERSATION

Start by BRIEFLY explaining what you need from them - especially if the other person is in masculine energy . This gives them the context for why they should engage in the conversation and a framework through which to interpret the rest of what you will say.

#### Then use POSE persuasion format

- P. Share the problem or need you have and the repercussions of it (be concise and to the point). Tie this is to their role, motivators and how this impacts them/them company
- O. Paint a picture of the ideal outcome - where you'd like to be instead and the positive repercussions of that. Tie this is to their role, motivators and how this benefits them/them company.
- S. Share your proposed solution(s) or request and who you think should be involved.
- E. Back it up with some evidence of why what you propose is viable - examples of where it's worked, statistics from research studies, opinion of other experts.

