

Structure Matters When Influencing Others

Great influencers are thoughtful about what they say and how they say it. Use the five-step process below when influencing others.

1

State Your Idea

Share your idea in a compelling and succinct way that helps others see its significance

2

Explain the Why

The value of your idea won't be self-evident to others. Describe why it is beneficial for the team and business

3

Discuss Pros & Cons

Show that you have objectively thought through your idea by sharing the pros and cons of the idea

4

Ask for Input

Ask others what they think, encourage reactions, dialogue and debate

5

Next Steps

Guide the discussion around next steps. If there are additional decisions to make, determine who owns the decision
