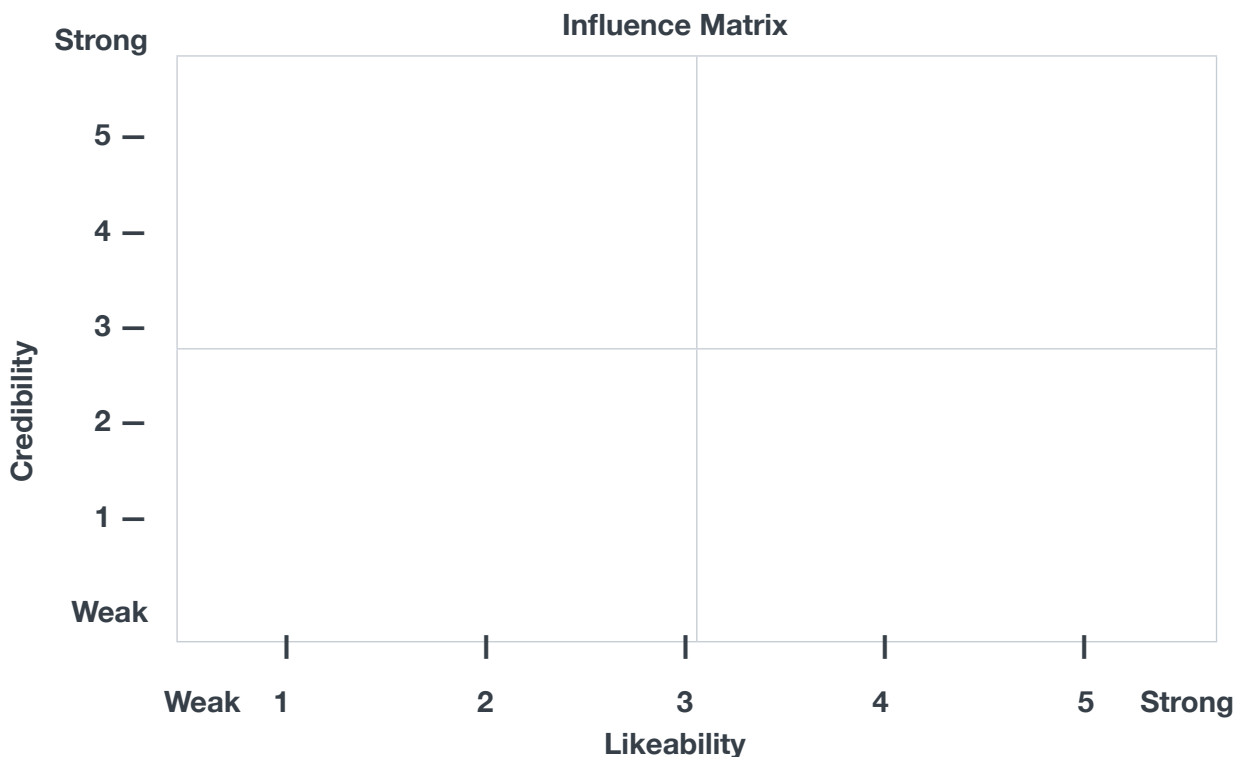


# Diagnose Your Situational Influence

In every situation, your influence varies because it is based on others' perceptions of your credibility and likeability. While likeability tends to be relatively stable across relationships, our credibility will vary depending on the topic being discussed.

## Rate Your Situational Credibility and Likeability

Who	Situation/Topic	Credibility (Rank 1-5)	Likeability (Rank 1-5)



# Develop Situational Influence Strategies

Influence is situational and your attempts will be much more successful if you use the best tactics given your credibility and likeability.

<b>Credibility</b>	<b>Strong</b>	<ul style="list-style-type: none"> <li>✓ Investigate your audience's concerns beforehand</li> <li>✓ Start to build a relationship around common interests</li> </ul>	<ul style="list-style-type: none"> <li>✓ Influence directly by appealing to common ground</li> <li>✓ Make your case by using both logical and emotional appeals</li> </ul>
	<b>5 –</b>	<ul style="list-style-type: none"> <li>✓ Make reference to your commonalities when presenting (e.g., Did you go to the same school?)</li> </ul>	
	<b>4 –</b>	<ul style="list-style-type: none"> <li>✓ When presenting your idea, stop and ask questions along the way. Get their input and ask what they think. Avoid the monologue</li> </ul>	
	<b>3 –</b>	<ul style="list-style-type: none"> <li>✓ Involve others who have stronger relationships to make or support your case</li> <li>✓ Recognize people for their ideas, opinions and results</li> </ul>	
	<b>2 –</b>	<ul style="list-style-type: none"> <li>✓ Share information proactively</li> </ul>	
	<b>1 –</b>	<ul style="list-style-type: none"> <li>✓ Spend time learning about your audience (What makes them tick? What has proven persuasive to them in the past? What are they passionate about?)</li> <li>✓ Involve others who have stronger relationships and expertise to persuade on your behalf</li> </ul>	<ul style="list-style-type: none"> <li>✓ Ask questions in advance to understand what information and data are most important</li> <li>✓ Do your homework and provide clear and concise facts and research that showcase your competence and expertise</li> </ul>
	<b>Weak</b>	<ul style="list-style-type: none"> <li>✓ Cite and/or involve outside experts and credible references that validate your position</li> <li>✓ Explain “the why” behind your decisions to make your thinking explicit and demonstrate expertise and judgement</li> <li>✓ Do what you say you will do - only do it faster and better than expected</li> <li>✓ Share information proactively</li> </ul>	<ul style="list-style-type: none"> <li>✓ Cite externally validated evidence (e.g., industry standards)</li> <li>✓ Use specific examples and case studies to support your position/view</li> <li>✓ Use the names of respected leaders and authorities who support your position</li> <li>✓ Create pilots, prototypes, mini-successes that prove your position</li> </ul>
		<b>Weak</b> <b>1</b> <b>2</b> <b>3</b> <b>4</b> <b>5</b> <b>Strong</b>	
		<b>Likeability</b>	