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Art and Science of Influence

Raleigh Business Analysis Development Day

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Goals

- Present three keys of influence
- Understand brain science for influence
- Realize that you are already influencers
- Practice influence techniques
- Influence change and enable positive impact

Contents

1. Defining influence

2. Brain science and formula

3. Three keys of influence

- Focus and measure
- Find vital behaviors
- Engage all six sources of influence



What is the definition of influence?

- A. To cause (someone) to do something by asking, arguing, or giving reasons.
- B. The power to change or affect someone or something: the power to cause changes without directly forcing them to happen.
- C. To make (someone) do something by using force or threats.



Source www.merriam-webster.com/dictionary

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Art and Science of Influence


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Brain science




Brain science

Relies on use of methods 

Not on special luck or how you try 

It is about gaining and retaining attention 

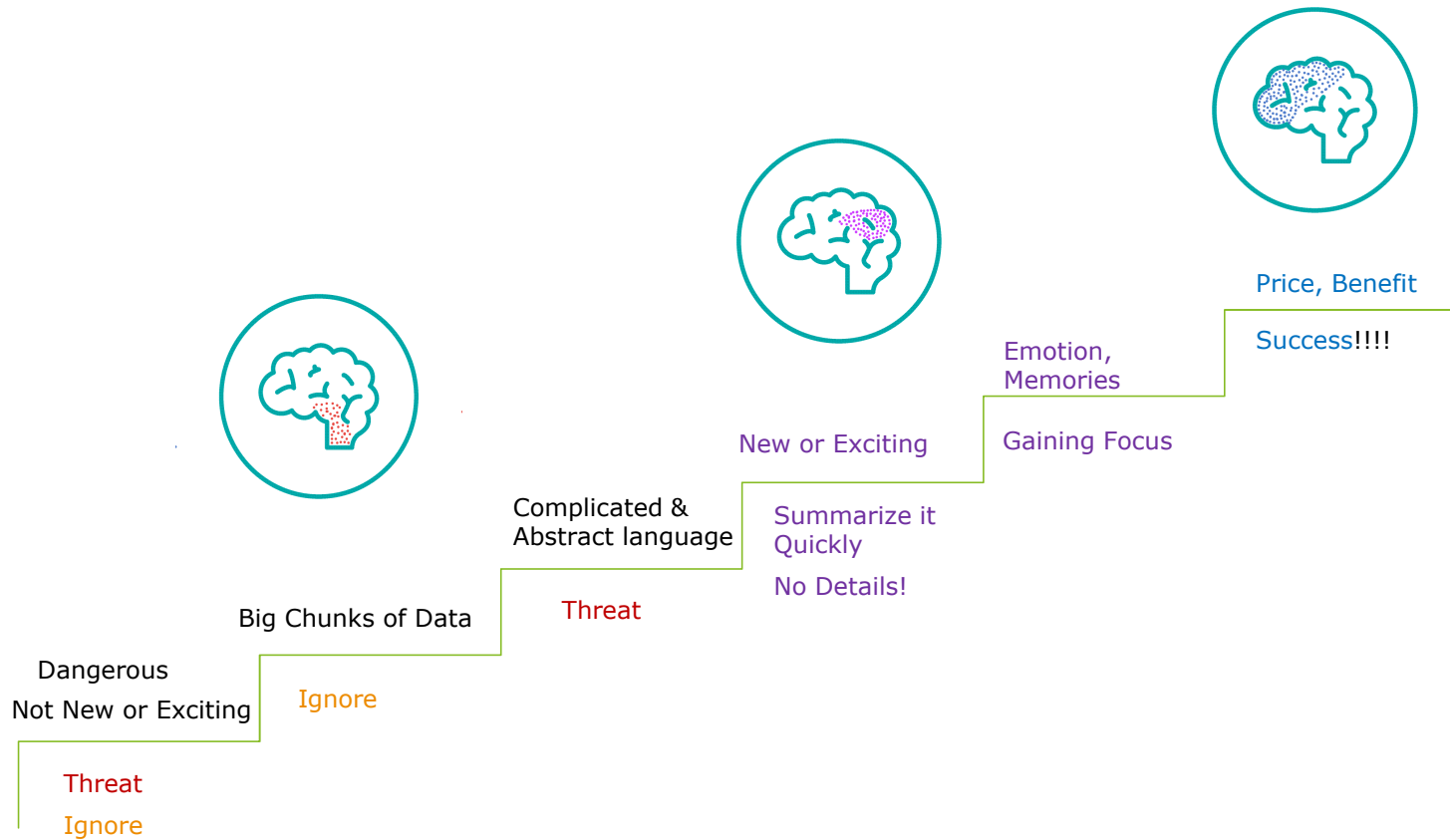
Don't know how to do It. 

Brain Theory

	Lizard Brain	Mammal Brain	Human Brain
Location	Brain Stem & Cerebellum	Limbic System	Neocortex
Action/Reaction	Fight Flight	Emotions Memories Habits	Language
Competency	Autopilot	Decisions	Reasons Rationalizes



Basic operating procedure



Formula

Set the frame

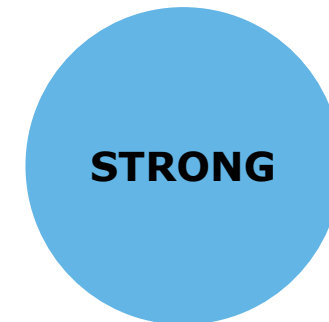
Tell the story

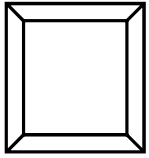
Reveal the intrigue

Offer price

Nail the hook

Get the deal





Set the frame

Frame : An instrument to pack your: power, command, strength, information & status.

Four types of Frame

- (1) Power
- (2) Price
- (3) Time
- (4) Analyst

Everyone uses frame

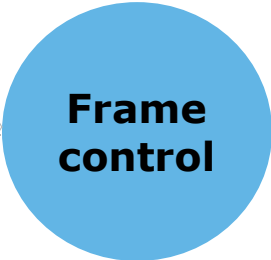
Every social encounters bring frame interaction

Minimum co-existence in same space & time. They collide.

Only one frame survives

It commands the social interaction and said to have frame control.

Strong frame activates basic desires & curiosity





Three keys to influence





Key 1: Focus and measure

Three keys to influence

Focus and measure

Mistakes

- Vague, boring goals
- Infrequent or no measures
- Bad measures

Improving customer service




Agile software development team
Business Analysts and Product Owners want:

Unfocused objective:

I want the developers to deliver what they promised.

Focused objective:

Deliver the validation feature in sprint 1
(November 4, 2016)



Focus and measure

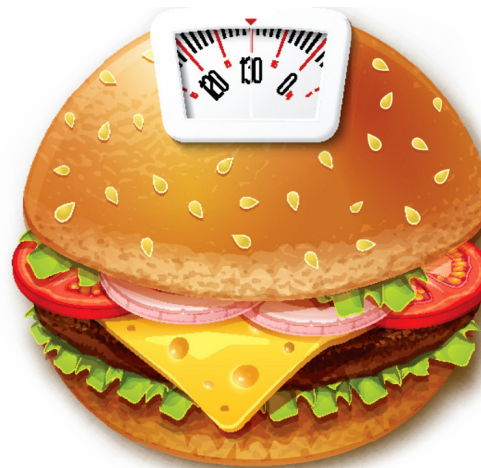
-Infrequent, no measures or wrong measures

Wrong measure

- Beds occupied
- Services provided

Weight loss

- Guess calories eaten in your head
- Write down the calories in the food log.



Exercise : Key 1: Focus and measure

- Activity

1. Work with 1 or 2 people near you

2. Pick one of the unfocused objectives -----> **Unfocused objectives**

3. Create focused objective

4. Create 1 measure

a.) "We have really poor customer service."

b.) "Our inner city kids need help."

c.) "We want the agile team to deliver what they promised."



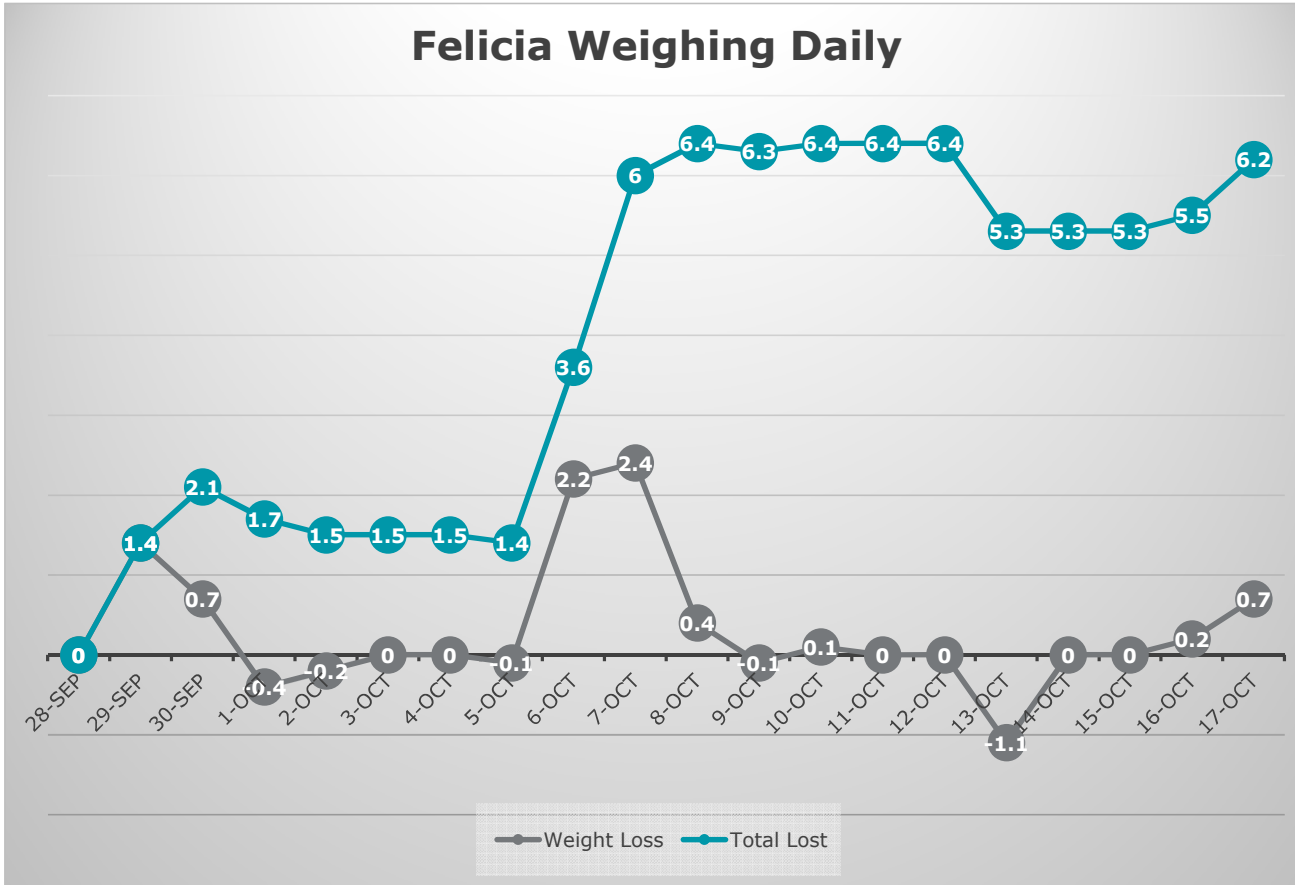


Key 2: Find vital behaviors

Three keys to influence

Find vital behaviors

-Create your own study



Weight loss

1. Weight yourself daily.

2. Eat breakfast.

3. Workout at home.

Find vital behaviors

-“Dr. Web Search” is Your Friend



Agile software development vital behaviors

1. Co-locate
2. Use short delivery cycles
3. Provide access to customers

Key 3: Engage all six sources of influence

Three keys to influence

Engage all six sources of influence

Educational influencers, David Levin & Mike Feinberg

-Knowledge is power program (KIPP)



(1) Personal motivation

Help them love what they hate



(2) Personal ability

Help them do what they can't



(3) Social motivation

Provide encouragement

Engage all six sources of influence (continued)
Educational influencers, David Levin & Mike Feinberg
-Knowledge is power program (KIPP)



(4) Social ability

Provide assistance



(5) Structural motivation

Do rewards and sanctions encourage them?



(6) Structural ability

Change their space

Exercise

 Key 3: Engage all six sources of influence

	MOTIVATION	ABILITY
PERSONAL	<p><i>Do they want to engage in the behavior?</i></p> <p>MAKE THE UNDERSIRBLE, DERISABLE</p>	<p><i>Do they have the right skills and strengths to do the right thing?</i></p> <p>HELPING THEM SURPASS THEIR LIMITS</p>
SOCIAL	<p><i>Are other people encouraging and/or discouraging behaviors</i></p> <p>HARNESS PEER PRESSURE</p>	<p><i>Do others provide the help, information, and resources required at particular times?</i></p> <p>FIND STRENGTH IN NUMBERS</p>
STRUCTURAL	<p><i>Are systems rewarding the right behavior and discouraging ineffective ones?</i></p> <p>DESIGN REWARDS AND DEMAND ACCOUNTABILITY</p>	<p><i>Are there systems that keep people in place and on progress?</i></p> <p>CHANGE THE ENVIRONMENT</p>

Key 1: Focus and measure

Key 2: Find vital behaviors

Key 3: Engage all six sources of influence

Set the frame

Tell the story

Reveal the intrigue

Offer the price

Nail the hook point

Get the deal

Exercise – Business case

Scenario

You, the BA report to a senior manager.

The **senior manager** has assigned you **two major projects**.

The **Vice President** of the department wants you to take on the lead role for the **most critical project** for the company. This will be a **short term project**.

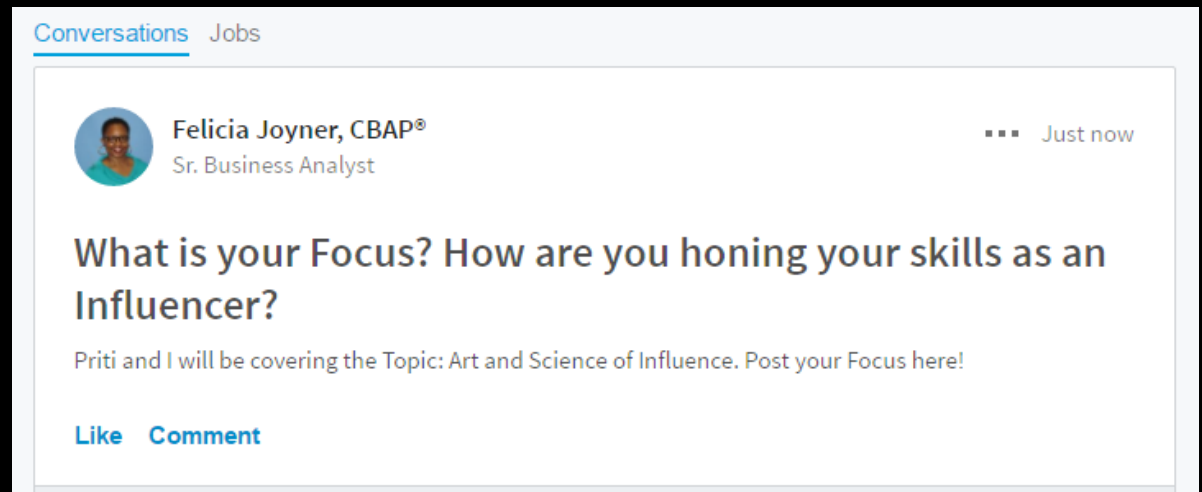
How do you manage the situation with **your senior manager**, who **does not want you to leave** the current projects?

Use the **STRONG formula to pitch the idea** of moving to the critical new project proposed by the VP.

Influencer's Challenge

What is your Focus?

IIBA-RTP – LinkedIn Group



The screenshot shows a LinkedIn post in a group. At the top, there are tabs for 'Conversations' and 'Jobs'. The post is from Felicia Joyner, CBAP®, Sr. Business Analyst, posted 'Just now'. The main text of the post asks, 'What is your Focus? How are you honing your skills as an Influencer?'. Below this, it says 'Priti and I will be covering the Topic: Art and Science of Influence. Post your Focus here!'. At the bottom of the post, there are links for 'Like' and 'Comment'.

References

Influencer: The Power To Change Anything

by [Kerry Patterson](#), [Joseph Grenny](#), [David Maxfield](#), [Ron McMillan](#) and [Al Switzler](#)

Agile Adoption – Vital Behaviours and Influence Strategies

Posted by Steve Rogalasky on Dec 1, 2011

Pitch Anything : An Innovative Method for Presenting, Persuading and Winning the Deal

By Oren Klaff

Book Review of Influencer: The Power to Change Anything

By Bsjoberg Published March 4, 2015 * Update March 5, 2015

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