



## Leadership, Influence & Power.

### Leadership

An Exemplar sets the highest standards for themselves who Inspires and Motivates others to follow and achieve higher standards.

Leadership is also defined as the ability to **influence** a group toward the achievement of a vision or set of goals.

Speak in such a way that others love to listen to you and Listen in such a way that others love to talk to you.

### Listening Skills

Effective Listening is the Identification, selection and interpretation of key words that turn information into intelligence.

We listen for;

- Facts
- Emotions
- Values
- Beliefs
- Motivators
- Currency &
- Worth

In order to identify Levers / solutions

so that we can Persuade - influence – manipulate – sell the person/group to do or not to do what we want, while sounding like we are holding a normal conversation

We can validate and turn initial information into **Facts**, which are more reliable and enhance decision making.

Recognise the **Emotions** displayed by others in conversation;

- Happy
- Sad
- Fear
- Anger
- Surprise
- Disgust

Our **Values** can include important principles and are usually things like;

- Love
- Kindness
- Justice
- Equality
- Respect
- Honesty
- Perseverance
- Loyalty

A **Belief** is a mental acceptance of a claim to be true and which flows to / from your values.

- I am a good person.
- I am a hardworking person.
- I am a family oriented person.
- I forgive other people.
- I am kind to other people.

### **Motivators**

An Incentive for action – what gets you out of bed in the morning to go to work.

## Currency

What skills / experience you trade to earn money – What type of job have you chosen to earn your money.

**Worth** – the importance at which someone or something is to be rated:

Value = benefit / cost

- Financially - how much does it cost me
- Psychologically - how does it make me feel
- Socially - how does it make me look
- Usefully - how can I use it

## Mindsets

Combative - we only listen for disagreement

Compassionate - we listen sympathetically

Competitive - we listen to prove we are better

Confirmatory - we listen for what we want to hear

Passive - we take no part and zone out

Autobiographic - we interpret from our values, beliefs and experience and therefore advise from that point of view.

## Stating your Impression

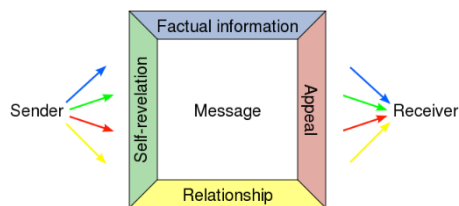
Stating your Impression allows you to say what you **See, Hear** and what you **Think they really mean** without causing offence.

- I get the impression...
- I feel as if...
- I sense that...
- It sounds to me like...
- It seems to me...
- It appears to me...

## The Communication Quadrant

All messages can be interpreted by the receiver from the following perspectives:

- Relationship
- Facts
- Appeal
- Self revelation.



Questions	obtain	Facts
Stating your Impression	obtain	Emotions
Indirect Questions	obtain	Values
Interpretation	obtain	Beliefs
Enquiring Questions	obtain	Motivations
Understanding	obtain	Currency / Worth

## Reading list

### Selling the Invisible:

- |                                    |                    |
|------------------------------------|--------------------|
| A Field Guide to Modern Marketing. | Harry Beckwith     |
| The Craft of Copywriting -         | Alastair Crompton  |
| Thinking, Fast and Slow -          | Daniel Kahnema     |
| The 6 principles of persuasion -   | Dr Robert Cialdini |

### Beyond Reason:

- |                                    |                                  |
|------------------------------------|----------------------------------|
| Using Emotions as you Negotiate. - | Roger Fisher and Daniel Shapiro. |
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## Contact Us

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