

THE **BREAKTHROUGH** SERIES

from
**Thought
Rock**

The Presentation Will Begin At 12PM EST



Jill Donahue
Behaviour
Change
Expert

The Matrix: Influencing Without Authority.

In This Presentation You Will Learn:

- The biggest mistake we make in our efforts to influence others
- 4 tips to influence others faster
- 2 questions to ask to save you time and effort in your influential efforts

- 1) Do you work in a matrix... Or a project team or a virtual team?
- ✓ Are you pulled across different functions/silos to complete specific projects?
 - ✓ Is your success dependent on collaboration of people from various departments or organizations?
 - ✓ Do you need to influence people who may not report to you?



2) How important is it to you to influence those around you?



1

not very important

10

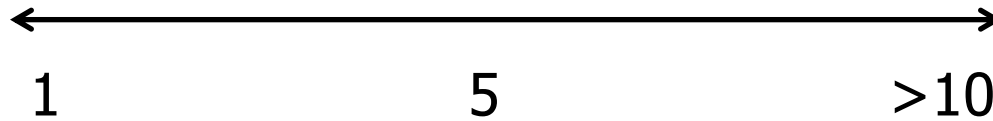
extremely important



3) How satisfied are you with the response you get from your efforts to influence people around you?



4) How many books/programs have you read/attended on how to influence those around you?



Frustrations!



*"If only they would
LISTEN!"*

"It seemed so
clear – why
don't they GET
IT?! "



"How can I get buy-in –
from my boss, my team,
other teams?... My son!"



Objective

IDEAS!





Plan

- Our biggest mistake
- 4 tips



we all

we all make mistakes

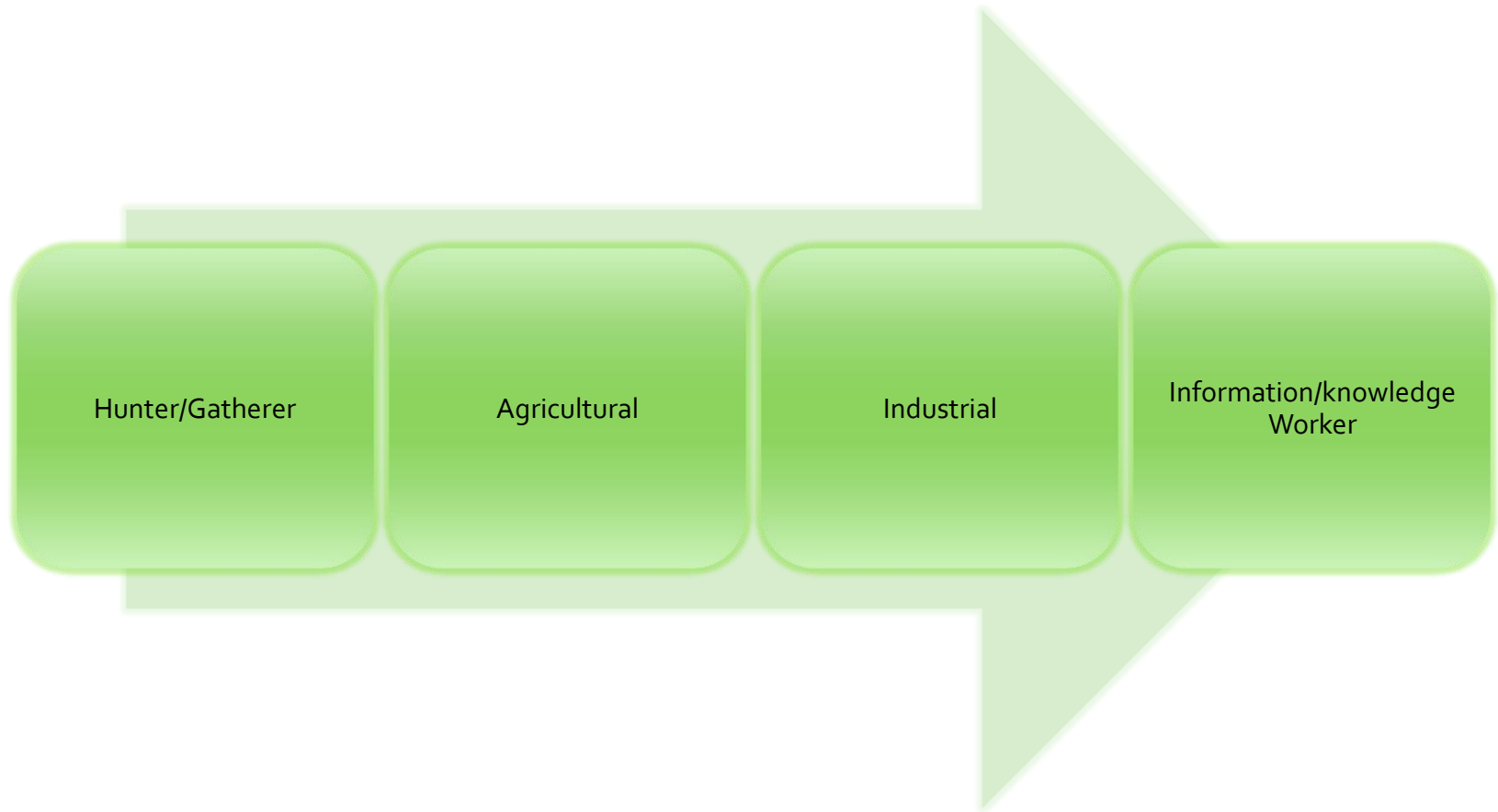
we all make mistakes

we all make mistakes

we all make mistakes

we all make mistakes

The Evolution of Work



What is our biggest mistake?

- a) Too much information
- b) Too little information
- c) Too complication information
- d) Too directive
- e) Mismatching information and audience readiness (good info, wrong time)



Mismatching!

Delivering the

wrong message at the

wrong time with the

wrong audience.





Mismatch!

Result?

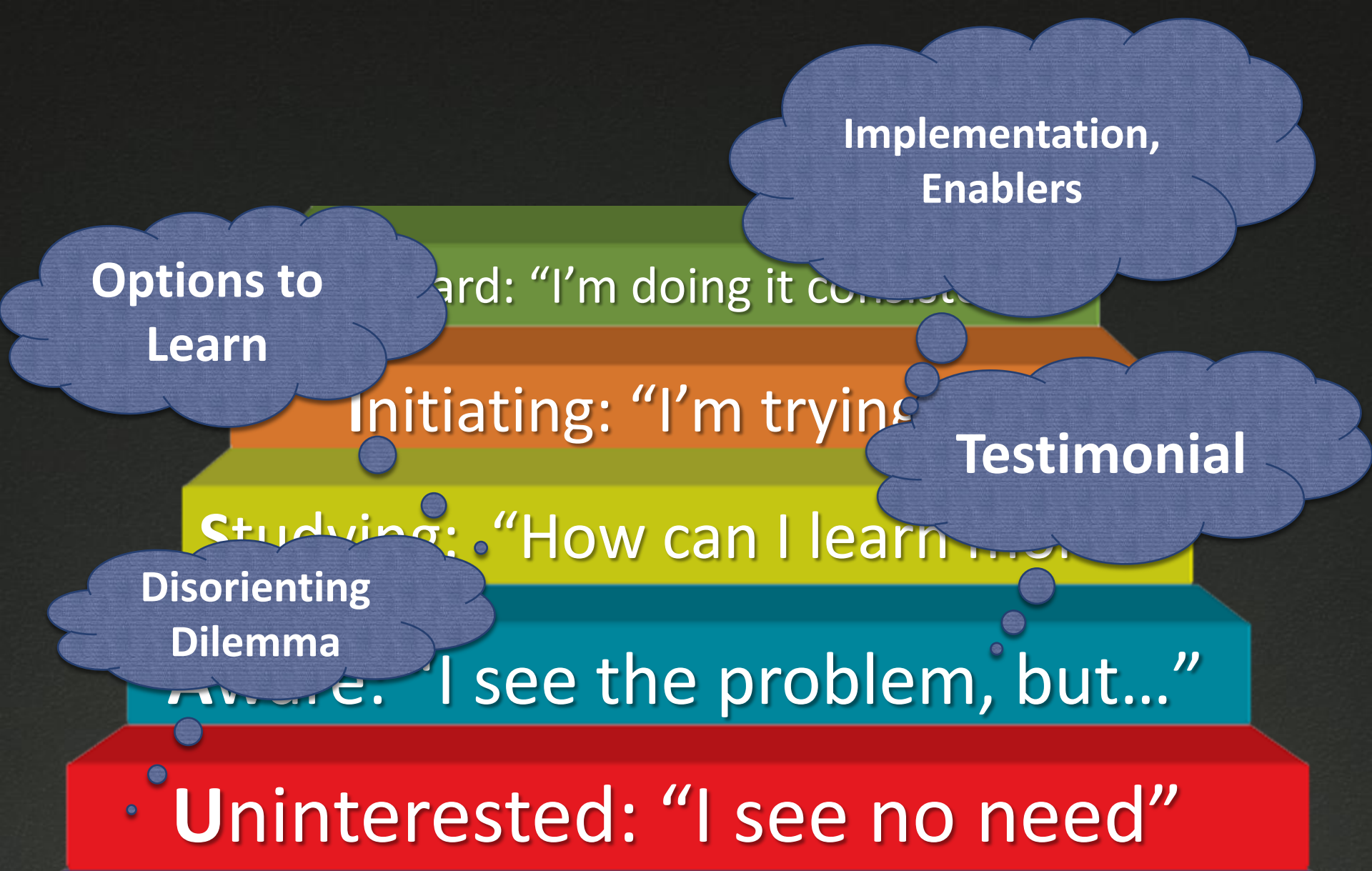
- Waste of time, money, effort
- Frustration
- Empty seats
- Snorers
- No INFLUENCE



Explaining the mismatch







Steps of the SUASION Staircase

Where was Andie?

ON Board: “I’m doing it consistently”



Initiating: “I’m trying it!”

Studying: “How can I learn more?”

Aware: “I see the problem, but...”



Uninterested: “I see no need”

Steps of the SUASION Staircase

Where do most people jump when trying to influence

Aka -
TELLING!

ON Board: Celebrate success, identify



Initiating: Encourage implementation, provide enablers

Studying: Provide options to learn more

Aware: Provide peer testimonials

Uninterested: Raise awareness with DD

Steps of the SUASION Staircase





Most efforts

One **Giant** step
instead of many
small steps





- ✓ Comfort “telling”
- ✓ Human tendency
- ✓ Believe “telling = knowing”
and “knowing = doing”
- ✓ Check it off the list
- ✓ Rewarded
- ✓ Don’t know any better
- ✓ Perceive it to be faster







4

• Tips



ON Board: “I’m doing it consistently”

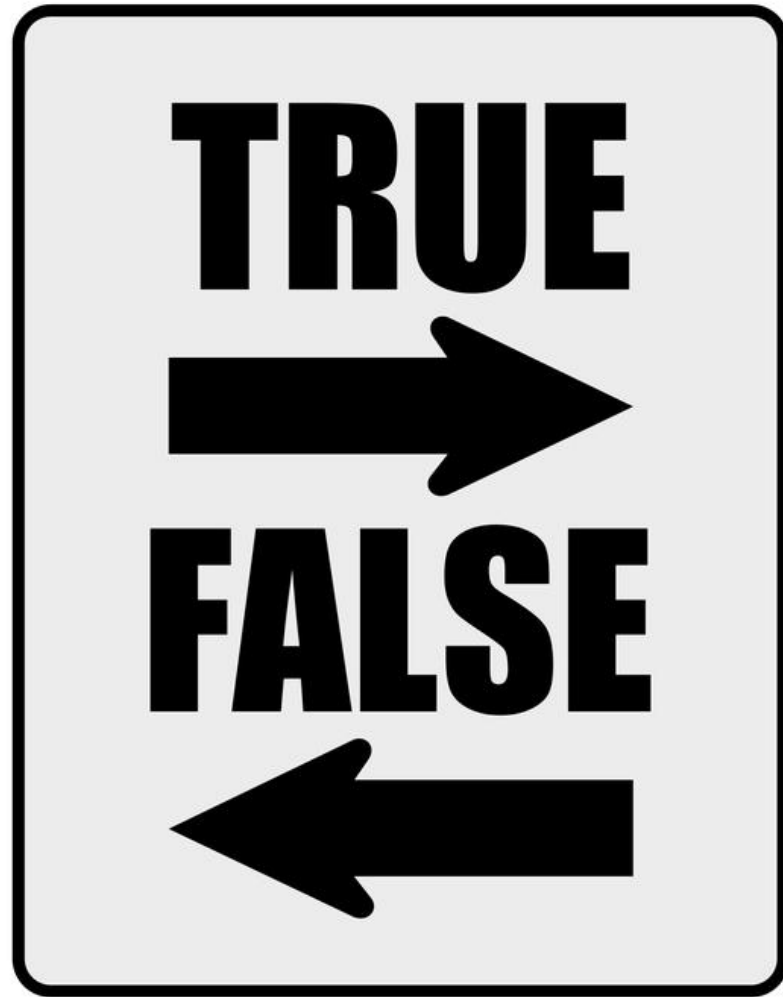
Initiating: “I’m trying it!”

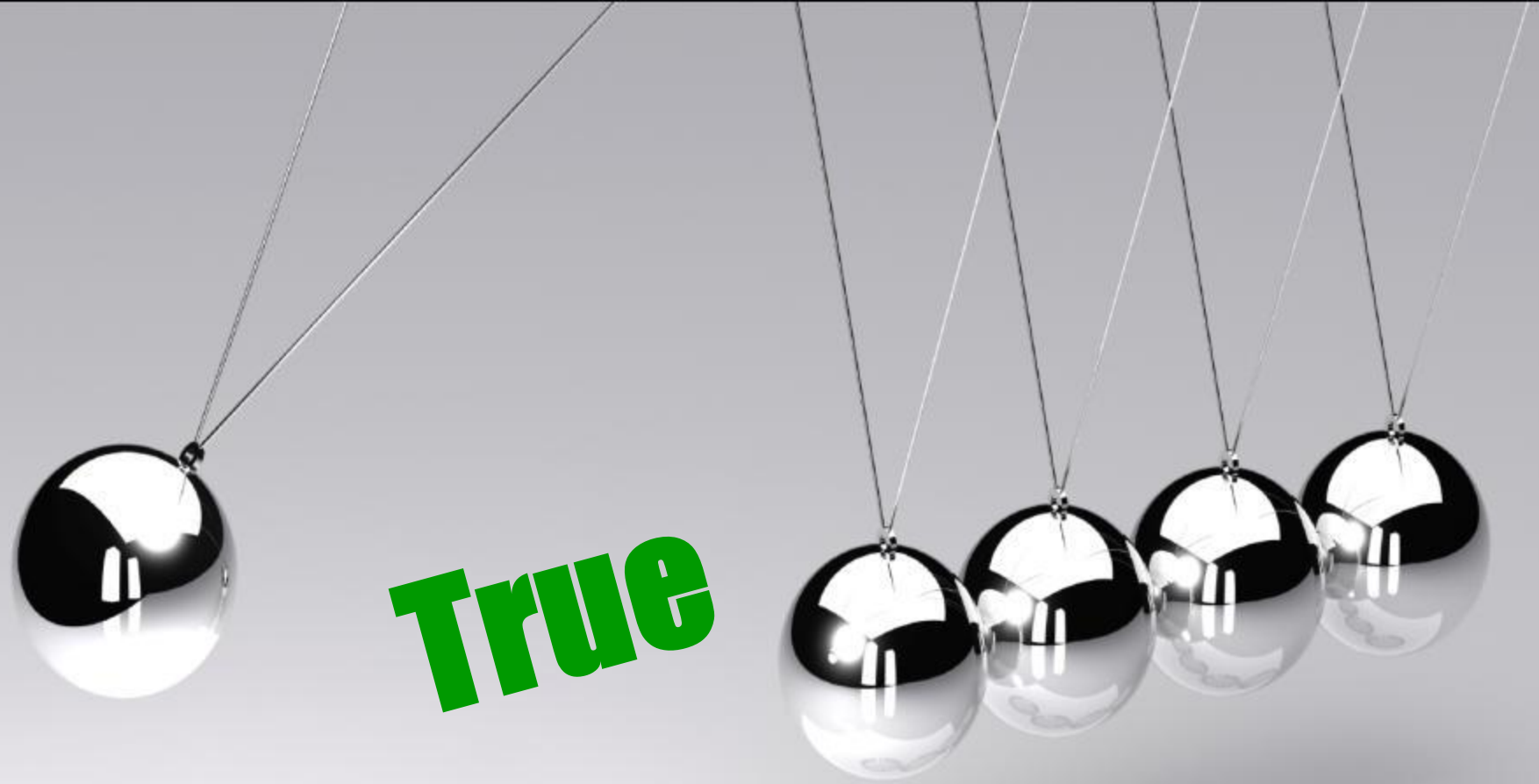
Studying: “How can I learn more?”

Aware: “I see the problem, but...”

Uninterested: “I see no need

Steps of the SUASION Staircase





Your greatest effort may be spent at the beginning
– breaking the person's inertia to change.

Breaking the inertia!

What percentage of fuel do you think is burned in the first 10 minutes of flight?

a) 10%

b) 40%

c) 60%

d) 80%



*"There is only one way ... to
get anybody to do anything.*

*And that is by making the
other person want to do it."*

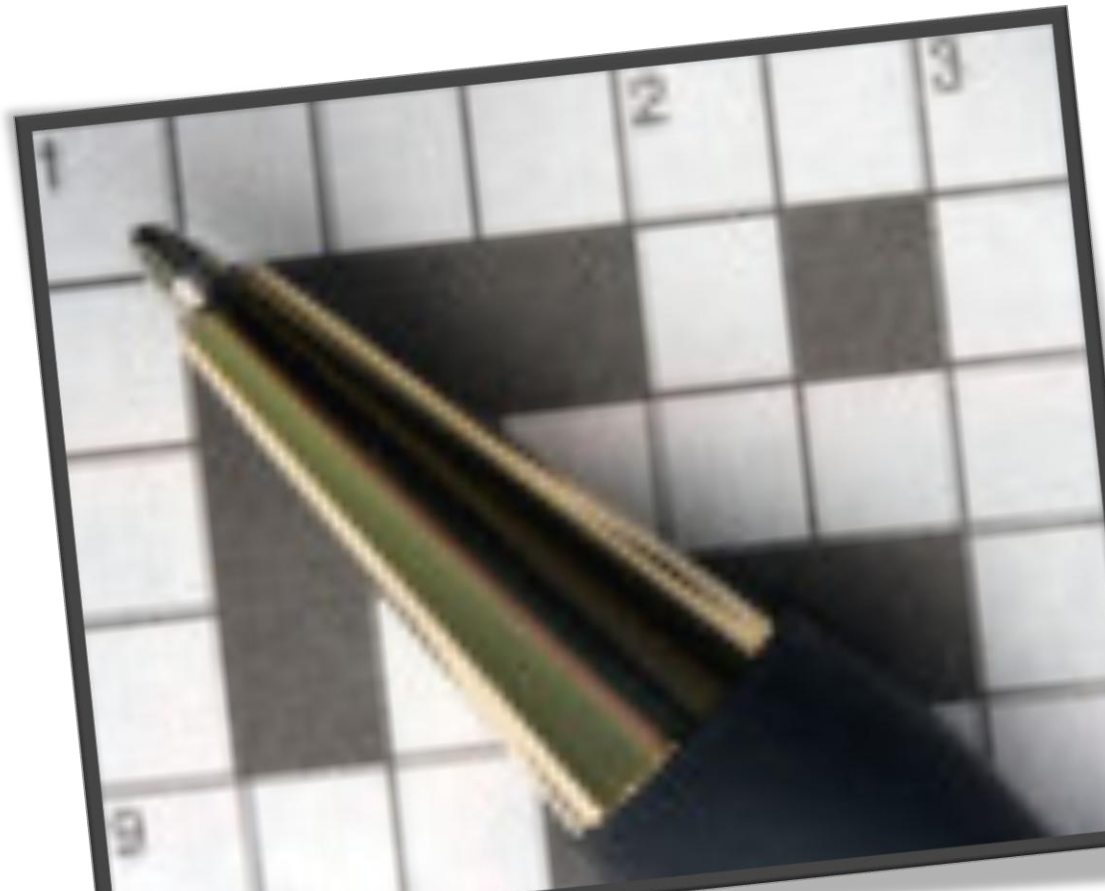
Dale Carnegie



Sample Disorienting Dilemmas

Some ideas?

- Did you know....
- Questionnaire
- Needs assessment
- Crossword puzzle
- Surprising fact
- Story
- Testimonial
- Picture
- Anecdote
- Metaphor



What does success look like?

"... He took his hand off the door knob and turned around."

"...They looked at me and raised their eyebrows."

".....He looked right at me & agreed & then asked me more about it."






Let's **try** it!

IMPORTANT

Veuillez noter qu'il est impératif que tout le personnel se lave bien les mains après avoir visité les salles de toilettes et de s'assurer de bien tirer la chasse d'eau.

Please note that it is imperative that all personnel wash their hands thoroughly after a visit in the washrooms and make sure to properly flush the toilet.





MOUILLER
WET HANDS



SAVONNER
APPLY SOAP



FROTTER
DE 15 À 20 SECONDES
RUB
FOR 15 TO 20 SECONDS



NETTOYER
LES ONGLES
SCRUB
NAILS



RINCER
RINCE



SÉCHER
DRY



FERMER
AVEC LE PAPIER
TURN OFF
WITH A PAPER TOWEL

Want to avoid the Flu?

A quick quiz to see if you will.

1. Guess what is the single-best prevention strategy?

- A) Sleep 9 hours/night
- B) Avoid parties
- C) Wash your hands properly



Did you guess **C**? YES!

Sounds simple - we all wash our hands so why do you still get sick?....



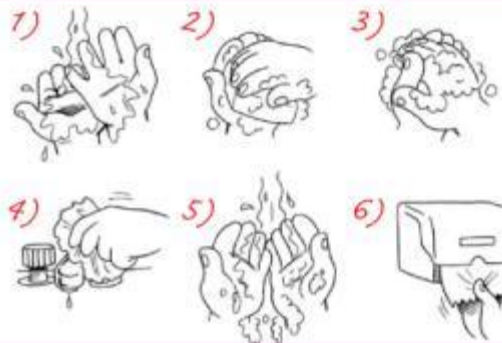
2. While 73% of doctors said they wash their hands effectively, what % actually met guidelines?

- A) 9%
- B) 25%
- C) 50%

Unfortunately the answer is **a**! - only 9%

Which category do you fit in? Are you in the 9% or 73% of the population?

3. Do you follow these steps when washing your hands?





1

- Disorienting Dilemma

A staircase diagram with six steps of increasing width, each a different color. From top to bottom, the steps are green, orange, yellow, teal, red, and purple. A large blue arrow points from the right side towards the teal step.

ON Board: “I’m doing it consistently”

Initiating: “I’m trying it!”

Studying: “How can I learn more?”

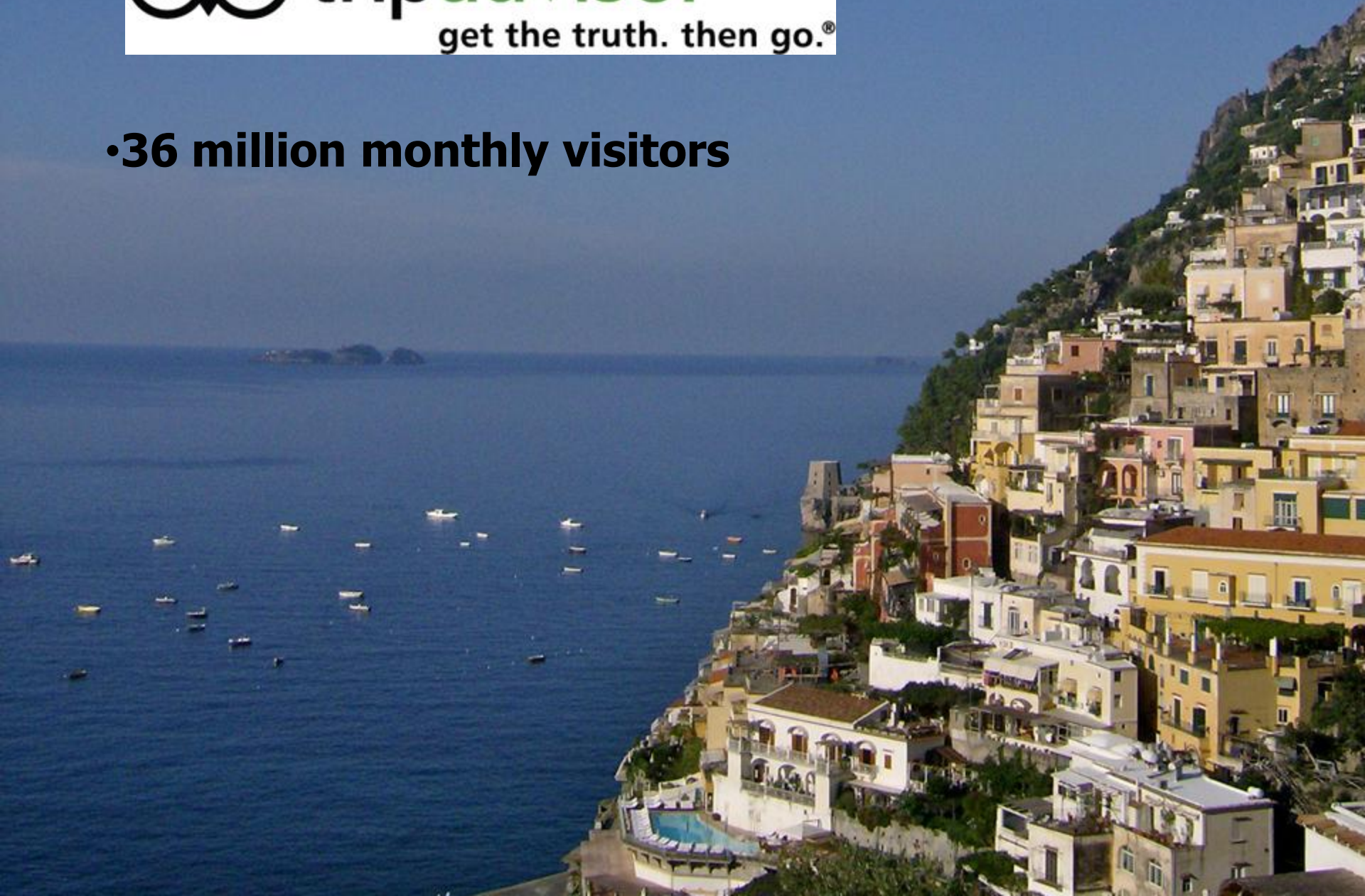
Aware: “I see the problem, but...”

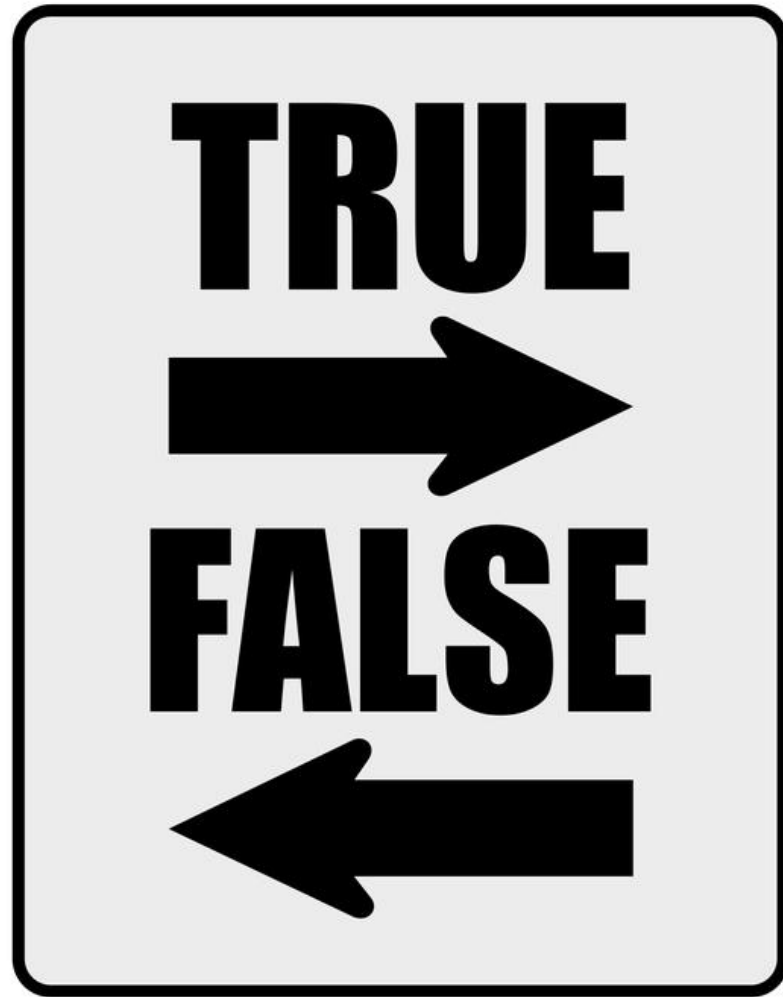
Uninterested: “I see no need”

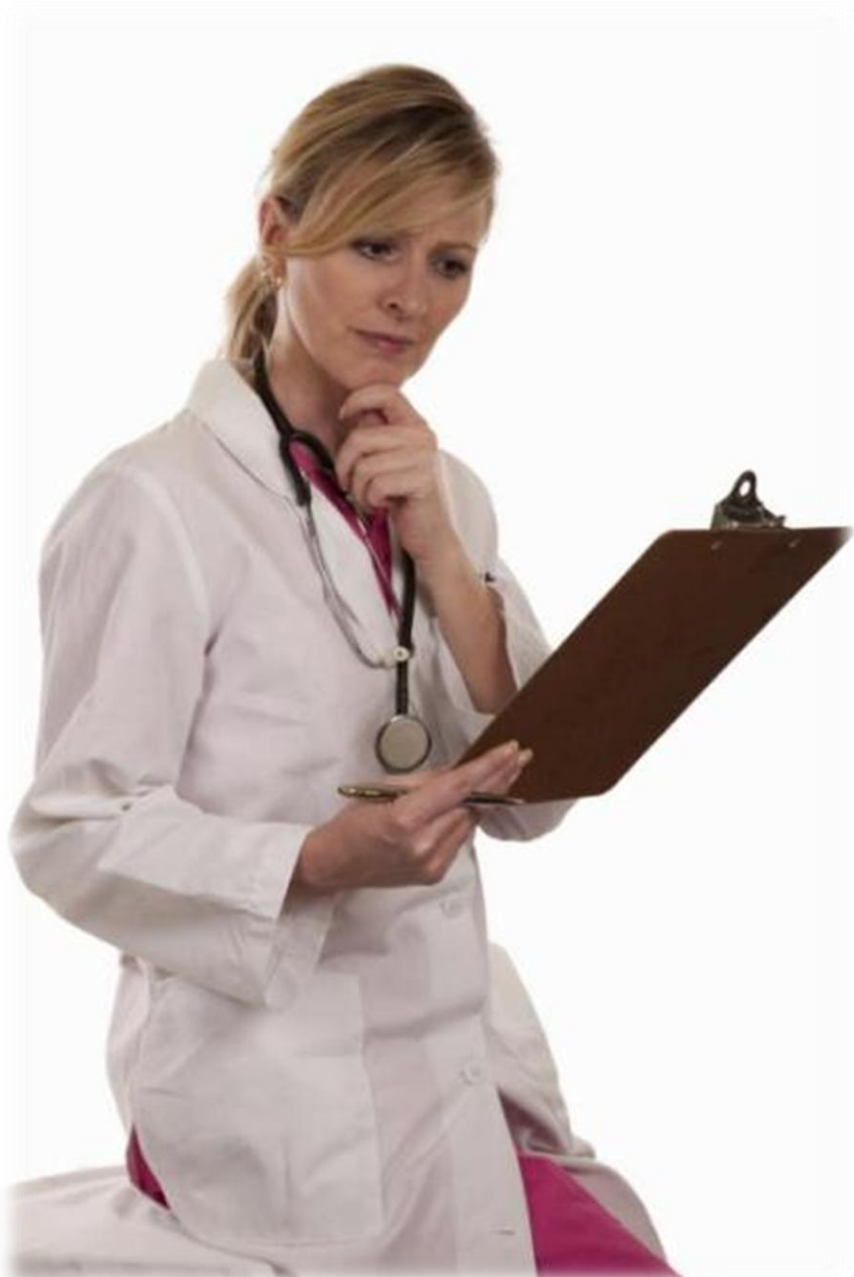
Steps of the SUASION Staircase



•36 million monthly visitors







A physician's decision to change behaviour at a speaking event likely happens in "unstructured time".

True

2

- Testimonials/
Interaction

A staircase diagram with six steps of increasing width, colored from bottom to top: purple, red, teal, yellow, orange, and green. A large blue arrow points downwards from the top right towards the orange step.

ON Board: “I’m doing it consistently”

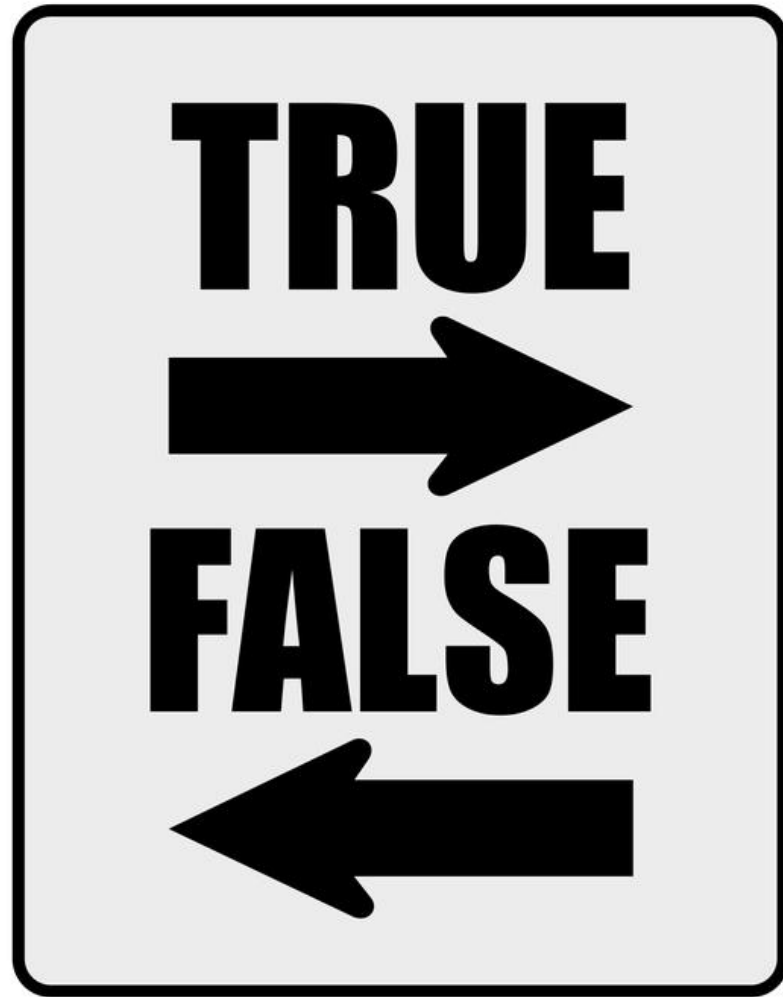
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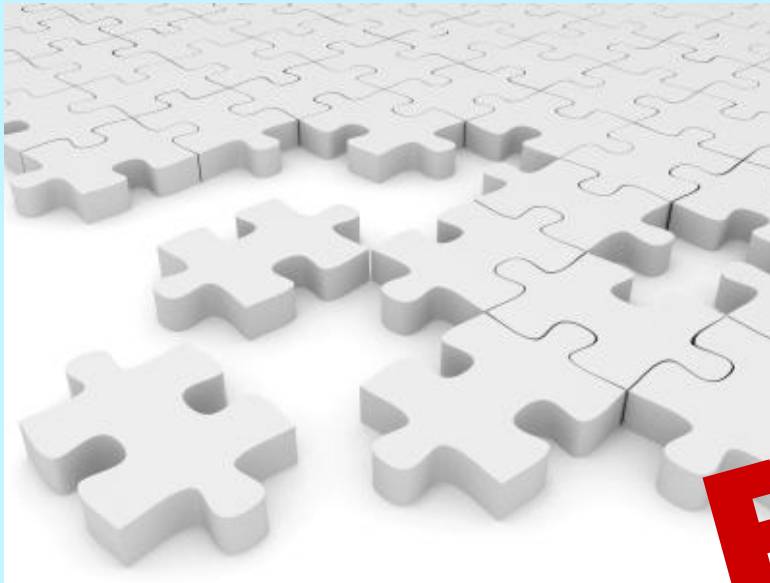
Aware: “I see the problem, but...”

Uninterested: “I see no need”

Steps of the SUASION Staircase



Logic is more influential than emotion.



Logic

>



Emotion

False

Aristotle said 2500 years ago that:

"The best route to persuasion is with reason and logic."

Was he right?

NO!



Easily Distracted?
Slightly Demanding?
Self focused?



Our Toolbox

Charts

Graphs

Testimonial

Stories

Evidence

Analogies

Metaphors

Pictures

Studies

Statistics



Which are emotion based?

Charts

Graphs

Testimonial

Stories

Evidence

Analogies

Metaphors

Pictures

Studies

Statistics



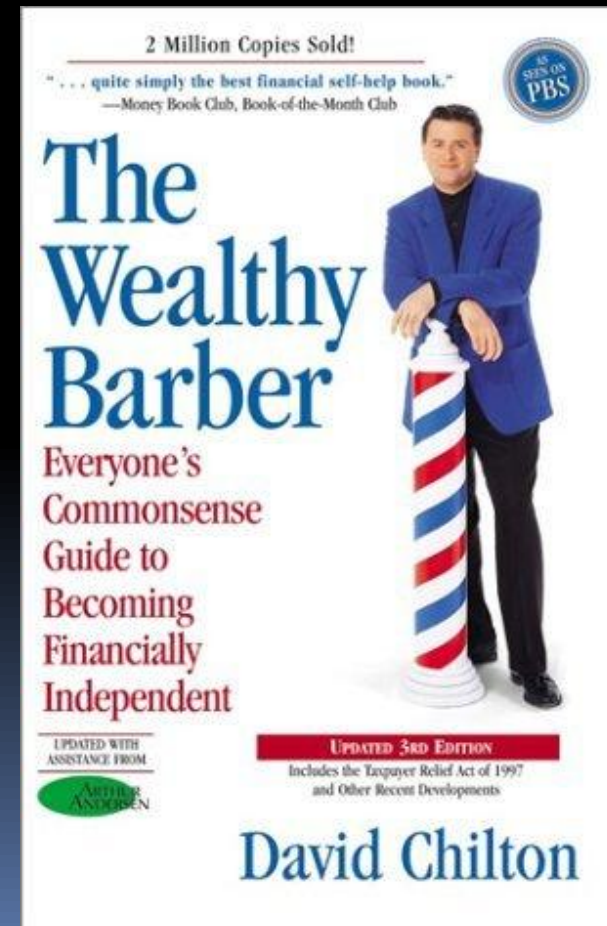
Stories



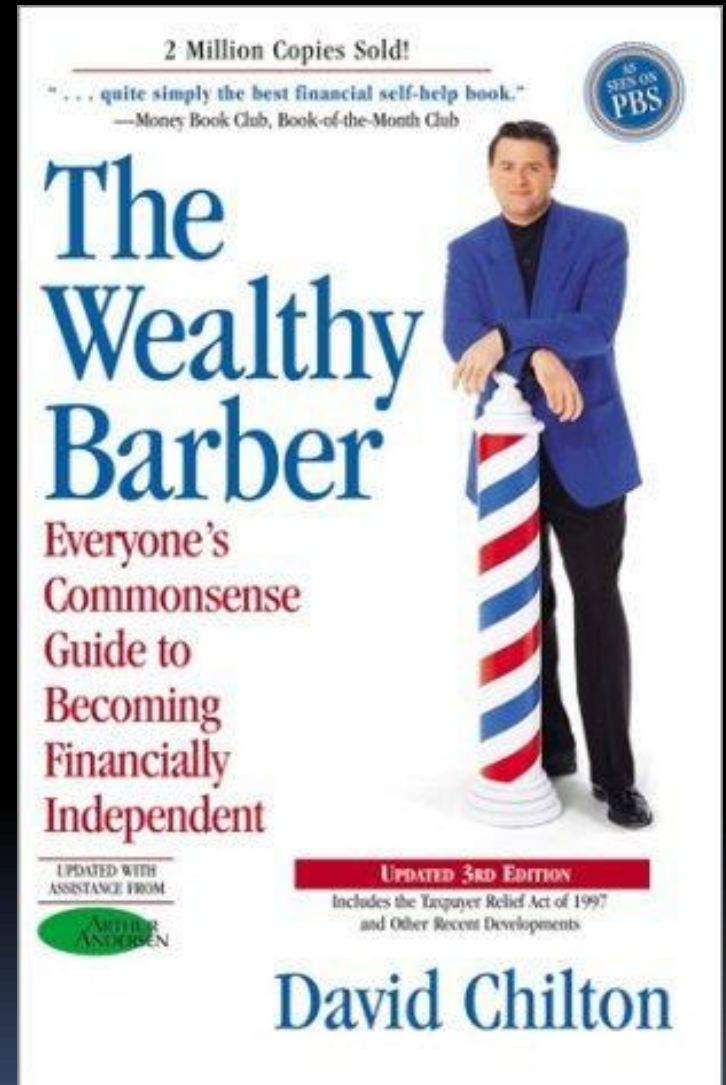
Stories

What do you think is Canada's all-time best-selling book?

Publishing
impossibility!



"David Chilton motivated more people to take actual control of their personal-financial lives than any other speaker or writer has in this decade."



**Do you tell
stories or
relay
facts?**



<http://youtu.be/Hzgzim5m7oU>

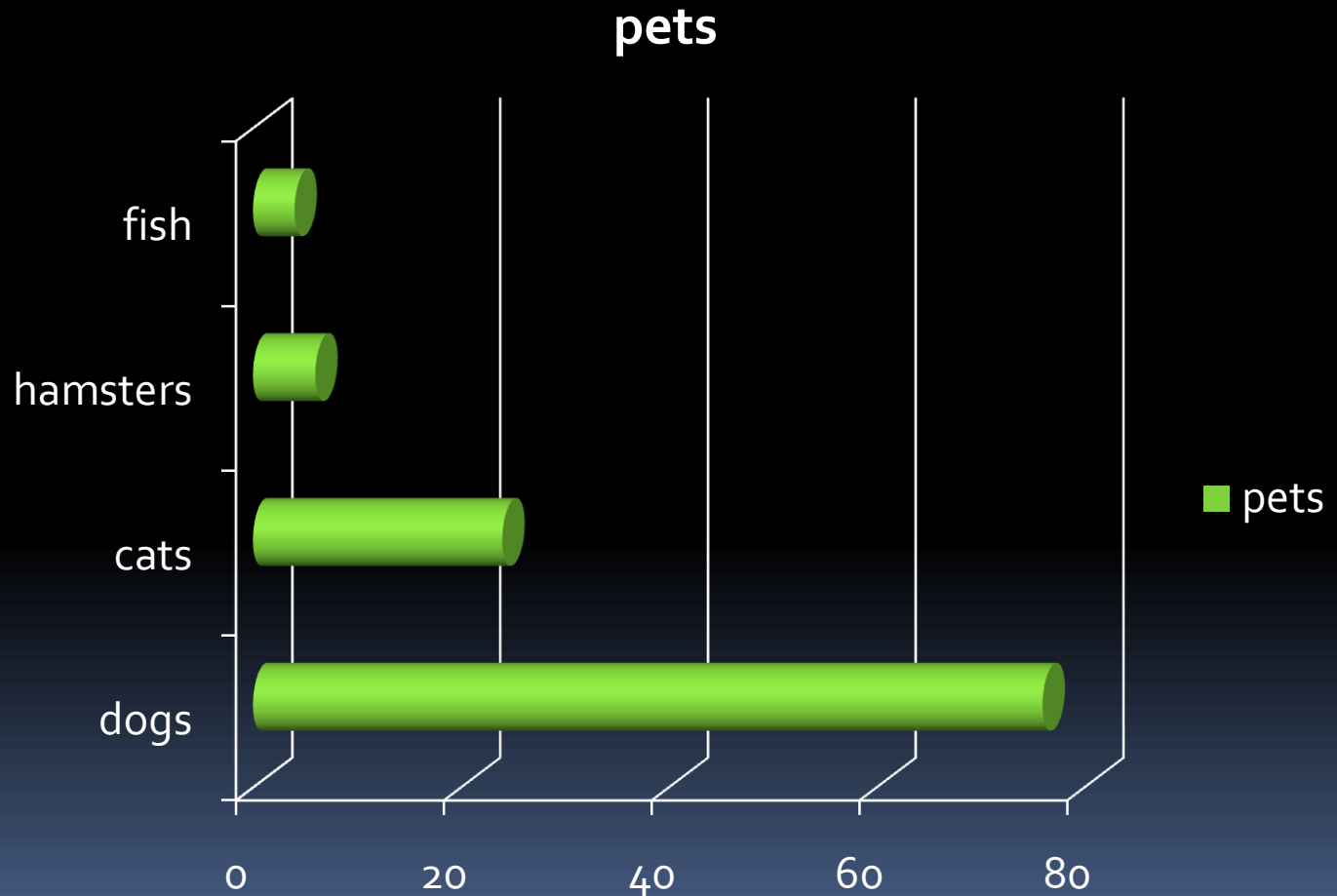
Pictures

When you picture something vividly in your brain, your memory improves by ____

- a) 50%
- b) 75%
- c) 200%
- d) 800%



Children's Pet Preferences

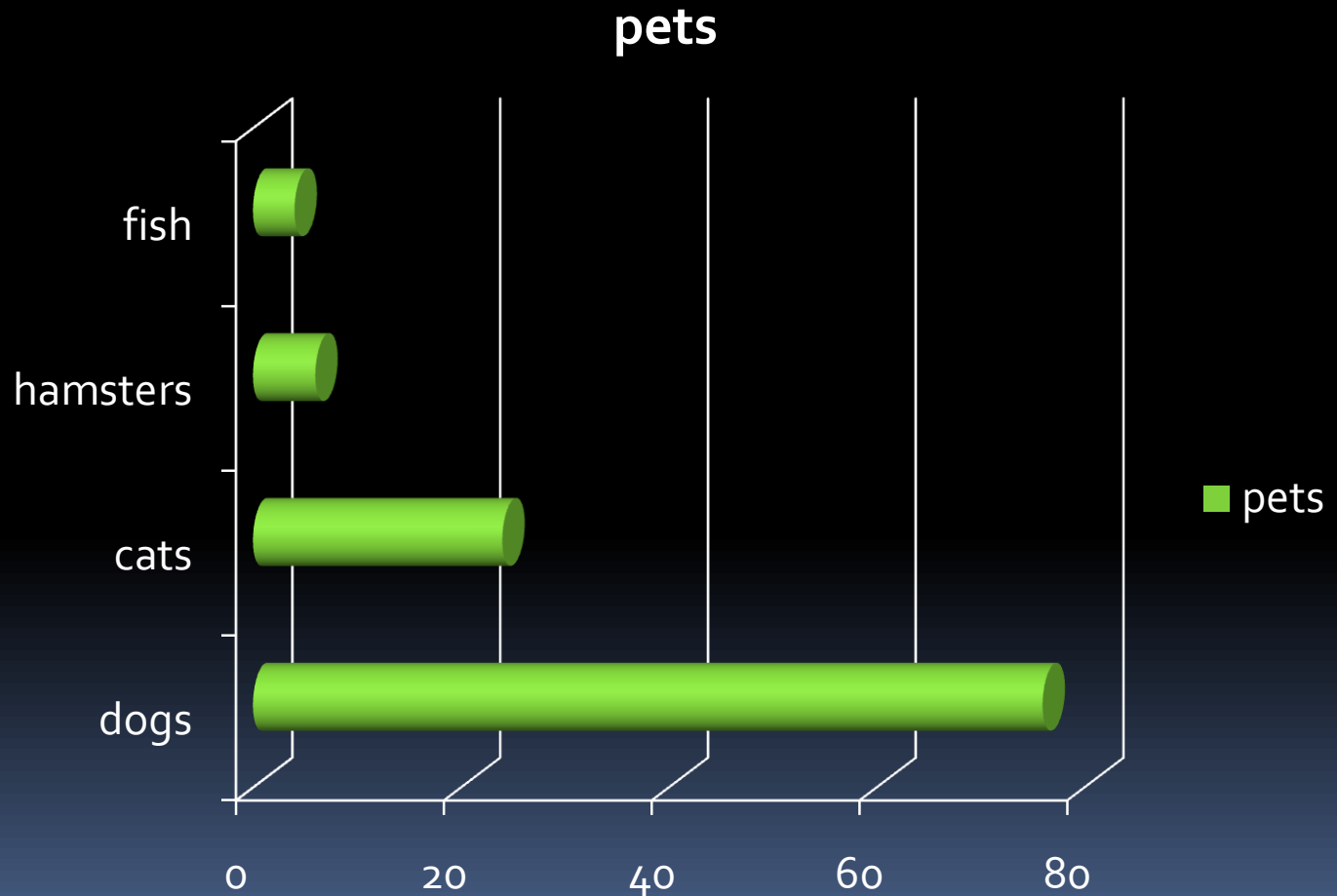


76%

Prefer dogs



Children's Pet Preferences





Emotion
before Logic



3

- Emotion
before
logic



ON Board: "I'm doing it consistently"

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Aware: "I see the problem, but..."

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Steps of the SUASION Staircase

So....You did it!





Follow through

In traditional training, participants apply _____% of what they have learned back on the job?

a) 15%

b) 25%

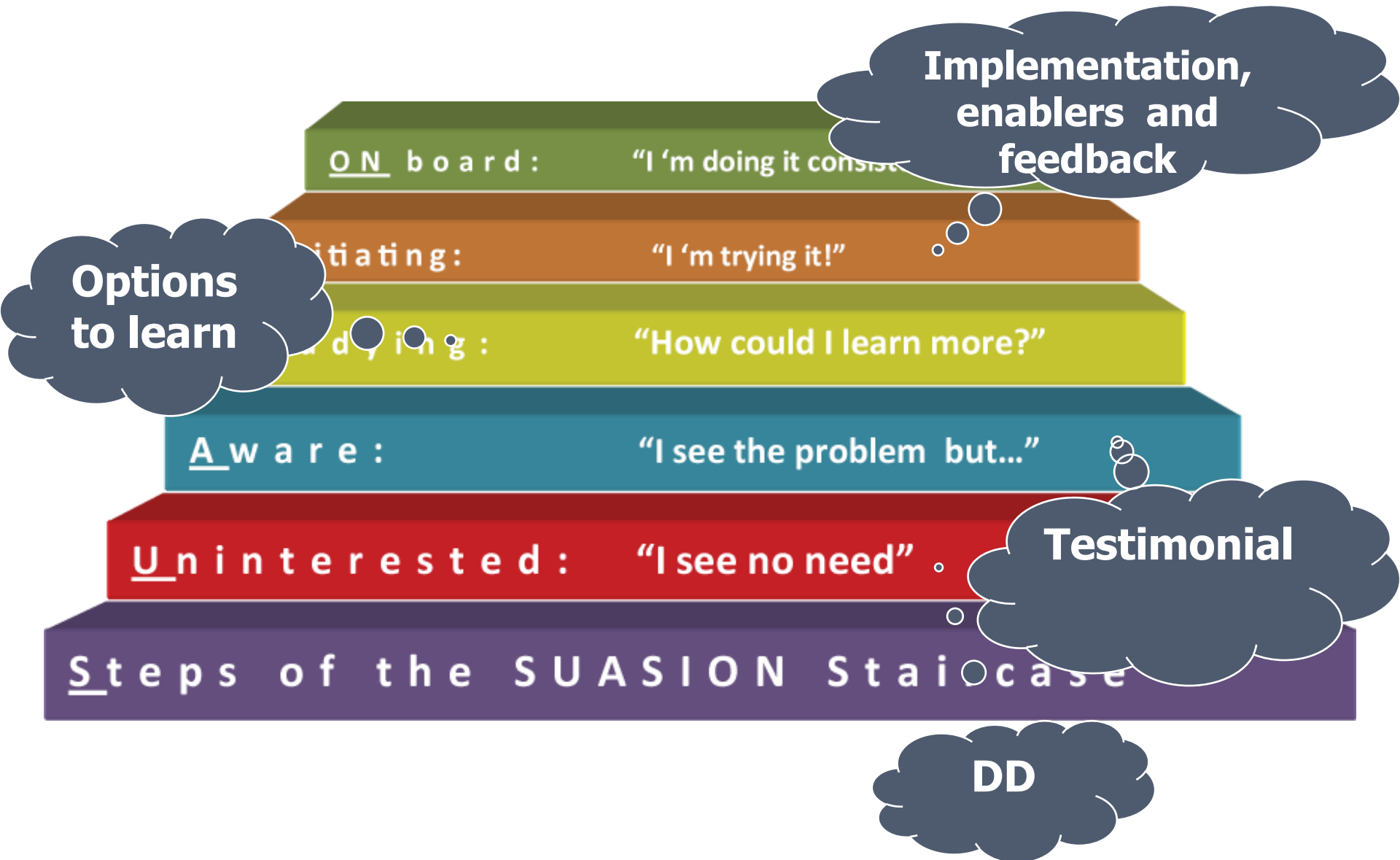
c) 50%





What did I need?

Different goal for each step





4

- Enable,
remind,
feedback



Tip 4

- Enable, remind, feedback



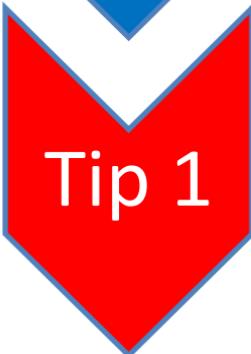
Tip 3

- Emotion before logic



Tip 2

- Testimonials, Interaction



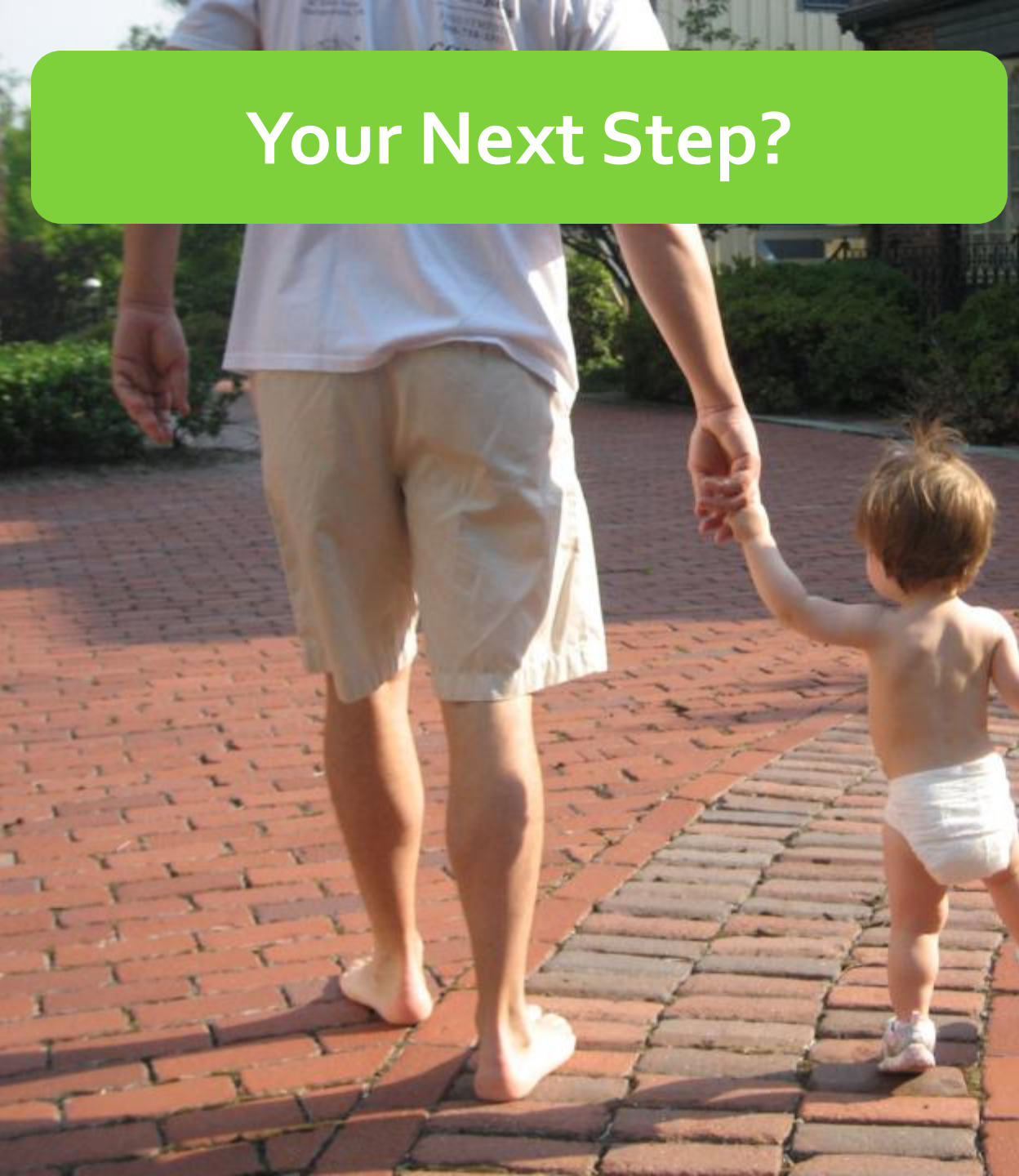
Tip 1

- Disorienting Dilemma

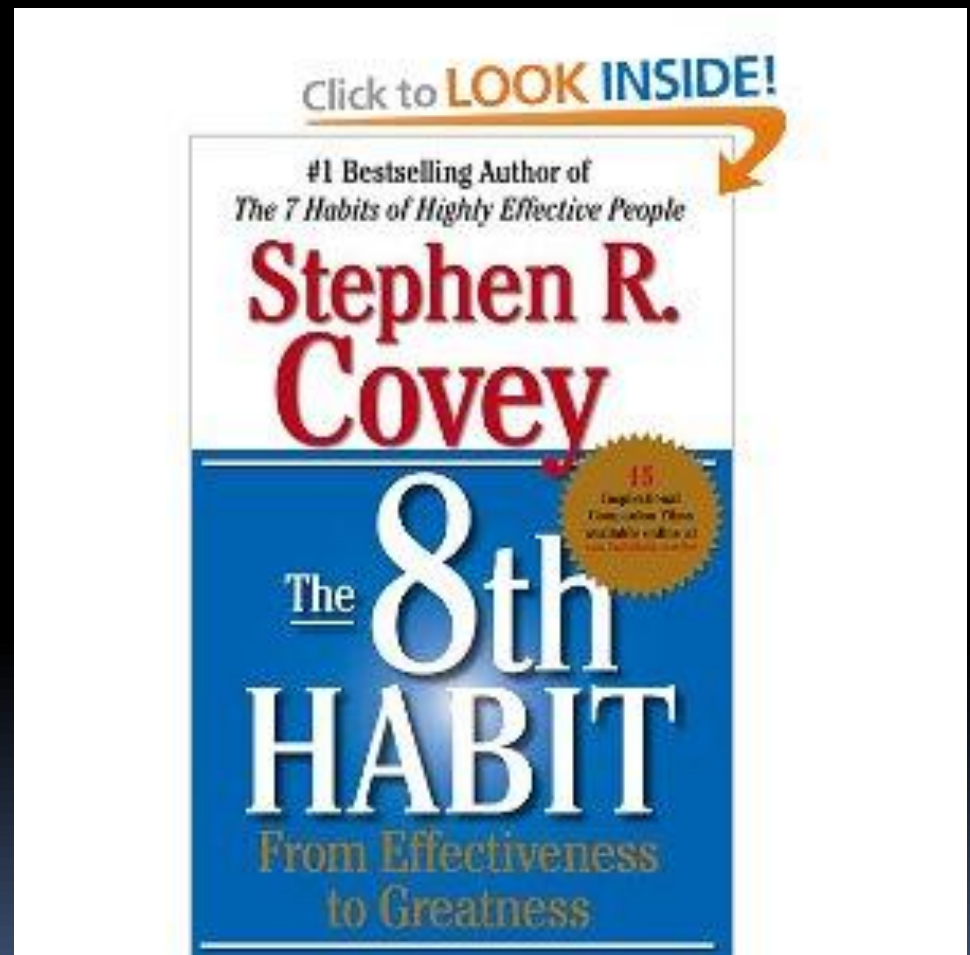
Have fun! Your creativity
and perseverance are key!



Your Next Step?

- 
- A person wearing a white t-shirt and light-colored shorts is walking barefoot on a red brick path. They are holding the hand of a small child who is wearing a white diaper and white shoes. The child is walking away from the camera. The background shows green bushes and a building.
- 1) Learn more
 - a) Read
 - b) Watch

Read



Watch



Al Gore



Jill Bolte-Taylor

Your Next Step?

- 1) Learn more
 - a) Read
 - b) Watch

- 2) Try it

- 3) Contact me
 - Jill.Donahue @
excellerate.ca
 - www.excellerate.ca
 - 905-841-1137

THE **BREAKTHROUGH** SERIES

from
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Rock

Join Us For Lunch Every Tuesday At 12PM!

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