

Episode #28: Do You Want to Become an Ultimate Influencer?

Welcome to THE CAREER ACCELERATOR, the podcast where corporate managers will find tips and tools to deliver results through others.

Hello. Today I want to share with you five tips that will help you become an effective influencer. I'm your host, coach Percy Cannon.

In our last episode I shared a personal experience from my youth which taught me to ask myself the following question whenever I am faced with difficult choices in life:

What's the worst that can happen?

I was fortunate to receive this timely and life-changing advice from my parents. In fact, I continue to ask myself this question every time I face a fork on the road.

I also use it in my coaching practice when the executive is not clear on a specific choice he or she needs to make.

Today I want to talk about the five principles of Ultimate Influence™ outlined in the book [*Adversaries into Allies*](#) by Bob Burg, author of the sales classic, *Endless Referrals* and coauthor of the Go-Giver series.

If you want to attract people to you and your ideas, you have a choice between two broad methods:

The first one is by force. You could argue this is the old-fashioned way of getting results through others, which unfortunately a few too-many managers still may be practicing. It involves using the carrot and stick to get something done. It's based on the traditional boss-employee hierarchy, where communication is mostly top-down. It may get the job done short-term, but it also comes with long-term challenges which I trust you are well aware of.

The second approach, which is the one I endorse, involves persuasion by you as a manager.

In this podcast I will focus on improving your skills in this area, leveraging the five principles of Ultimate Influence from Burg's book, which resonate with the challenges I've observed in my personal experience and with my corporate clients as well:

1. **Control your emotions.** Aim to make "calm" your default setting, even when others aren't behaving this way. I know this is easier said than done but make a commitment to yourself that your new default setting will be calm. Visualize yourself staying calm and try it in your next meeting. Even if you fail in your first attempts, keep trying.

A suggestion I have given to some of my coaching clients is to identify a colleague at work whom they trust and who is regularly present in their meetings. Seek their partnership. Explain to them what you are trying to accomplish, and get their commitment to give you

constant feedback, positive and negative. Celebrate your victories and don't give up until it becomes second nature.

2. **Understand the clash of belief systems.** Do not assume that the person you are trying to influence thinks in a way that is similar to yours. When in doubt, ask for clarification.

The increasingly diverse workforce that you are probably encountering in your current job makes this principle even more important. On top of that, the remote nature of work still prevalent today will continue to make the casual interactions at work more uncommon, so you have less opportunities to get to know your coworkers.

In fact, it may help to assume that your coworkers do not have your same belief system. For that reason, as outlined by Stephen Covey more than three decades ago, it helps to seek first to understand, then to be understood.

3. **Acknowledge their ego.** Avoid unnecessary criticism and embarrassment. Make it a habit to highlight the positives in others. It also helps to look first for areas where you agree with the other person, so they don't get defensive. Then, and only then, try to persuade.
4. **Set the proper frame.** This is where I found the biggest growth opportunity for me, and perhaps you will too. Take the initiative and ensure the most productive frame for your interactions is set (or reset) at the beginning of any conversation. For example, if the other person is framing the discussion as a choice between two alternatives, neither of which you find attractive, you can reframe it by adding a third option.

You may have seen this with politicians, who constantly reframe questions they are asked to avoid getting boxed into a lose-lose proposition. Don't get me wrong. I am not advocating for adopting some of the questionable tactics from politicians. I am advocating to learn how to get out of a lose-lose situation and to search for ways to turn it around into a win-win scenario.

5. **Communicate with tact and empathy.** You've probably heard me stress the importance of listening more and talking less. Remember, there must be a strong reason for having two ears and only one mouth... To inspire trust and likeability, find similarities with the person or persons you are trying to influence.

In summary, follow one or more of these five principles to become an Ultimate Influencer and avoid resorting to force to attract people to you and your ideas. Persuade by changing your mindset to focus on WHAT'S IN IT FOR THEM, them being the persons you are trying to influence. By all means, avoid the dangerous mindset of WHAT'S IN IT FOR ME.

I hope you enjoyed today's episode. In the next one, I will share a new model developed by Patrick Lencioni called "The 6 Types of Working Genius," which can help you discover the gifts you bring to work.

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This is coach Percy Cannon, working to help you *make the rest of your life...the best of your life®*.

Percy's BIO

Percy provides corporate managers and leadership teams with customized coaching programs that help them develop the skills and capabilities needed to significantly increase their business results through others and accelerate their career growth.

Percy is an "alumnus" from three multinational corporations, Procter & Gamble, IBM & Microsoft, with whom he spent close to three decades.

Since 2011 he has been helping corporate executives, managers and employees *make the rest of their life...the best of their life®*.

Percy has worked in the United States and across several countries in Latin America as an Executive Coach, Leadership Team Consultant and Keynote Speaker, serving companies such as Microsoft, Procter & Gamble, Citibank, Tiffany & Avianca.

Percy is a Certified Professional Coach from Wainwright Global, Authorized Partner for "The Five Behaviors of a Cohesive Team" and "Everything DiSC" and certified as a "Go-Giver" speaker & coach.

He published his first book in 2012-13 in English (*The Business Apostolate: Insights to Define and Achieve Your Mission in Life*) and in Spanish (*El Negocio Más Grande de su Vida*).

Percy is a Consulting Partner with Grupo Azimuth and the Chapter Director for the COO Forum in Southeast Florida.

He has lived in 9 different cities and 5 countries, and speaks English, Spanish and Portuguese fluently.

Percy is married, has 3 children and 6 grandchildren, and is a passionate runner & reader.

He can be reached at percy@cannon.consulting.