



Influence Strategy Tool



Influence Inside

Influence Strategy

Influencing and Negotiating Through Conflict

Moving projects, programs and initiatives forward in a global, fast growing, ever changing organization, requires a blend of science and art. The science part is related to having a clear picture of the stakeholders on the playing field and a strategy for who you need to work with in order to optimize both quality and timeliness. The art part is related to your ability to work with each of these stakeholders in a way that ensures alignment and influences them to keep your initiative a priority. This Influence Strategy Tool combined with the skills you will learn in the program will support you in accomplishing these things.

The Influence Strategy Tool is designed to be your application material throughout the program as well as a resource to have in your toolkit for ongoing use. Consider this a living document to help you plan and strategize, rather than a tool to be shared with your stakeholders.

Overview:

The Influence Strategy Tool is organized around 4 key steps:

- Step 1:** Stakeholder Identification ✓
Complete as pre-work to the class

- Step 2:** Stakeholder Needs & Style ✓
Worked on during Day 1 of the program

- Step 3:** Stakeholder Influence Strategy ✓
Worked on during Day 1 of the program

- Step 4:** Negotiating Through Conflict Strategy ✓
Focused on during Day 2 of the program



STEP 1:
WHO are my key stakeholders?

STEP 2:

STEP 3:

STEP 4:

My Project/Idea or Initiative:

Use the table below to identify the stakeholders involved in your initiative.

Who are the key stakeholders I need to align and interact with in order to move my project/idea or initiative forward?

Stakeholder Names:							
Roles: Is this person a: <u>S</u> upporter: In favor <u>O</u> pposer: Disagrees <u>N</u> eutral: No Preference <u>U</u> ninformed: Unaware							
What is the level of influence each person has in relation to my project/idea or initiative? (High, Medium, Low)?	High						
	Medium						
	Low						

Who is the one key stakeholder I need to develop my influence with the most?

Enter the Name and Role of the Key Stakeholder:

Name: _____

Role: _____



STEP 1:

STEP 2:
WHAT is important to my stakeholder?

STEP 3:

STEP 4:

Stakeholder Needs and Style:

My Stakeholder:

1. What are the needs/goals of this key stakeholder?
2. What do they want/expect from me?
3. What do I need from them?
4. What is their primary communication style (Driver, Amiable, Expressive, Analytical)?
5. What is my primary communication style (Driver, Amiable, Expressive, Analytical)?
6. How do I need to adapt my communication style when interacting with them?



STEP 1:

STEP 2:

STEP 3:
HOW can I influence my stakeholder?

STEP 4:

Stakeholder Influence Strategy:

My Stakeholder:

What Do I Need To Influence Them On?

Current Trust Perception (H M L)

Competence Perception (H M L)

HOW CAN I BUILD CREDIBILITY WITH THEM?

Behaviors I need to do more or less of to generate trust with this stakeholder

Ways I can establish Credibility related to the area in which I need to influence them

STEP 1:

STEP 2:

STEP 3:
HOW can I influence my stakeholder?

STEP 4:

Stakeholder Influence Strategy:

HOW CAN I BUILD COMMON GROUND WITH THEM?

What are the needs/ goals of this stakeholder? What do they expect from me?

What will their point of view be and where is there an opportunity to practice a “Yes/ And” strategy?

HOW CAN I BE COMPELLING AND CONNECT EMOTIONALLY WITH THEM?

What data is most compelling and how can I present it with a story, metaphor or example?

What emotion should I appeal to given the influence topic and the needs of my stakeholder?

- Pain: current fear or future picture of pain...
- Pleasure: hopes for making the future better...
- Purpose: greater good or positive impact created...

STEP 1:

STEP 2:

STEP 3:

STEP 4: How can I resolve misalignments?

Negotiating Through Conflict:

1. Which key stakeholders do I have misalignments or conflict with?

Alignment:

1. In what areas are my stakeholder and I aligned?

2. In what areas are my stakeholder and I misaligned?

3. What is causing the misalignment?

4. What is the mindset I am holding about this conflict and/or this stakeholder?

Conflict:

5. What is the primary source of conflict?

- Different Values
- Different Communication Styles
- Different opinions or perspectives
- Unclear or overlapping goals
- Competing Goals
- Competition for resources
- Unclear or ineffective processes

6. What are My...
positions related to this topic?

interests related to this topic?

7. What are My Stakeholder's...
positions related to this topic?

interests related to this topic?

