

# TRUST AND INFLUENCING

# In this session you will learn about:

- Bring a trusted advisor
- Stakeholder collaboration
- The science of influence

2



4



# You've done a good when:

You make yourself look good?

6.4

You make your client look good?

9.2

# How IBM blew a £50m contract

1



# Attributes of a trusted advisor?





What does the client really need?





Empathy is paying attention to another human being, asking what they are feeling, and making a commitment to understanding their world.

– *Chris Voss, Former FBI Chief Hostage Negotiator*

2



The job is not done once the ship sails





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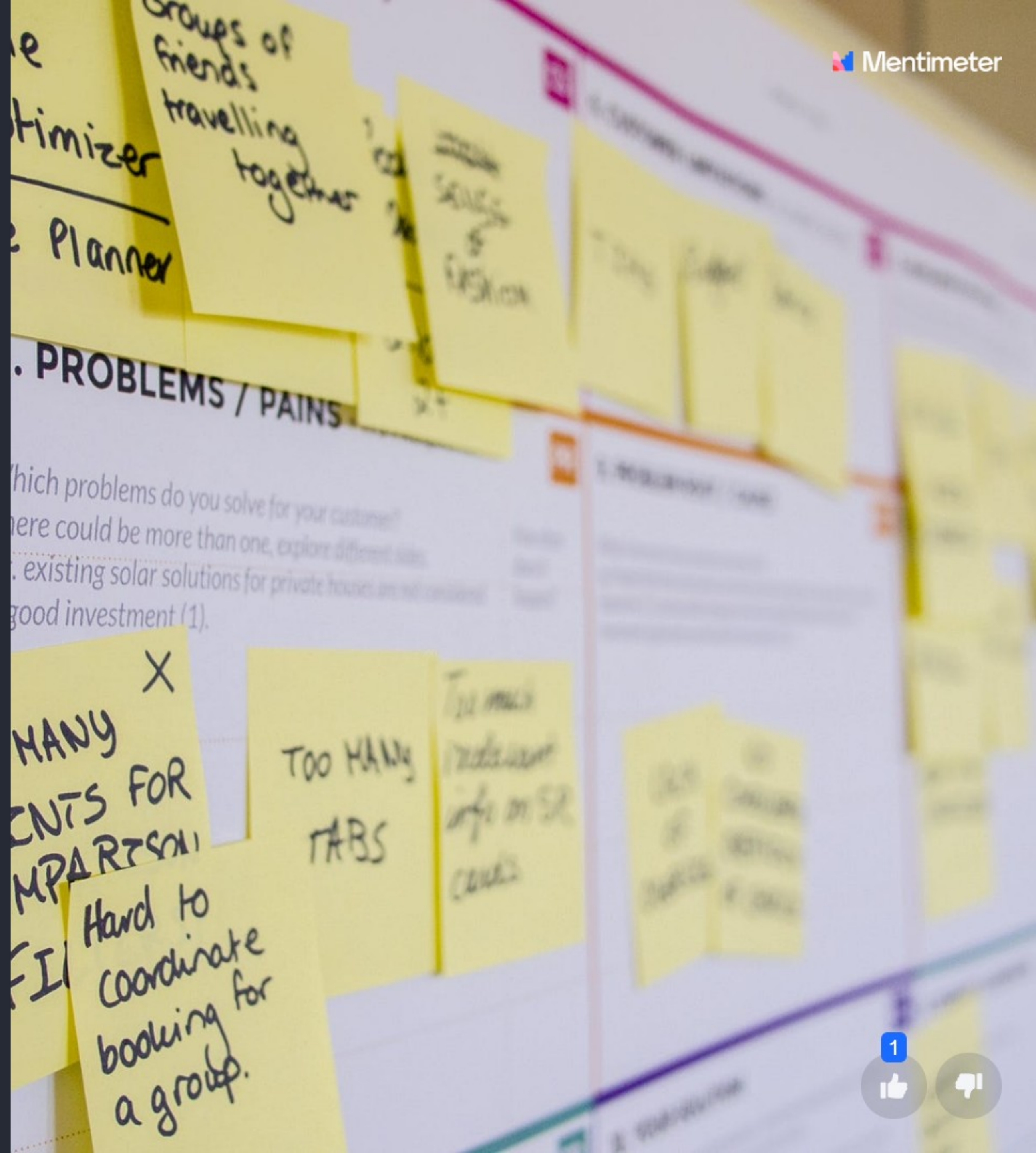
# You could face three situations

- Design a change
- Sell a change
- Implement a change



# Co-creation

Design a change



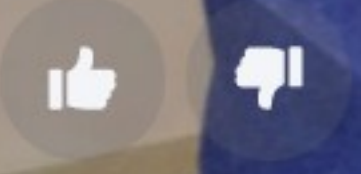
# Walk it around key stakeholders INDIVIDUALLY

Sell a change



# Collaboration

Implement a change



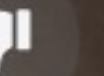
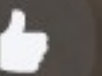


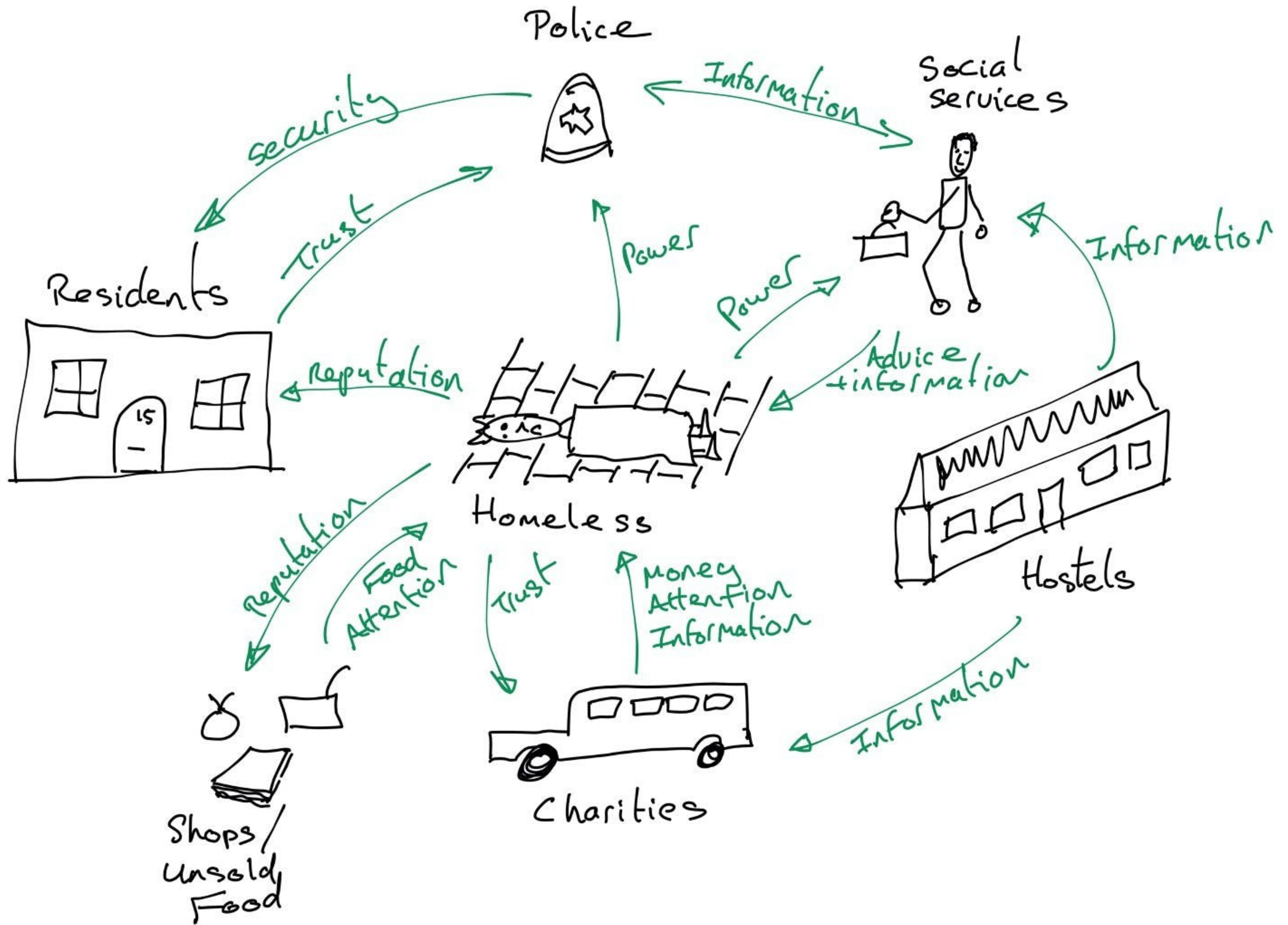
# Map key stakeholders

1



Time to draw







# Power

Police

Social Services

Residents

Interest

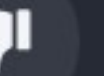
Shops

Hostels

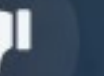
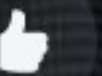
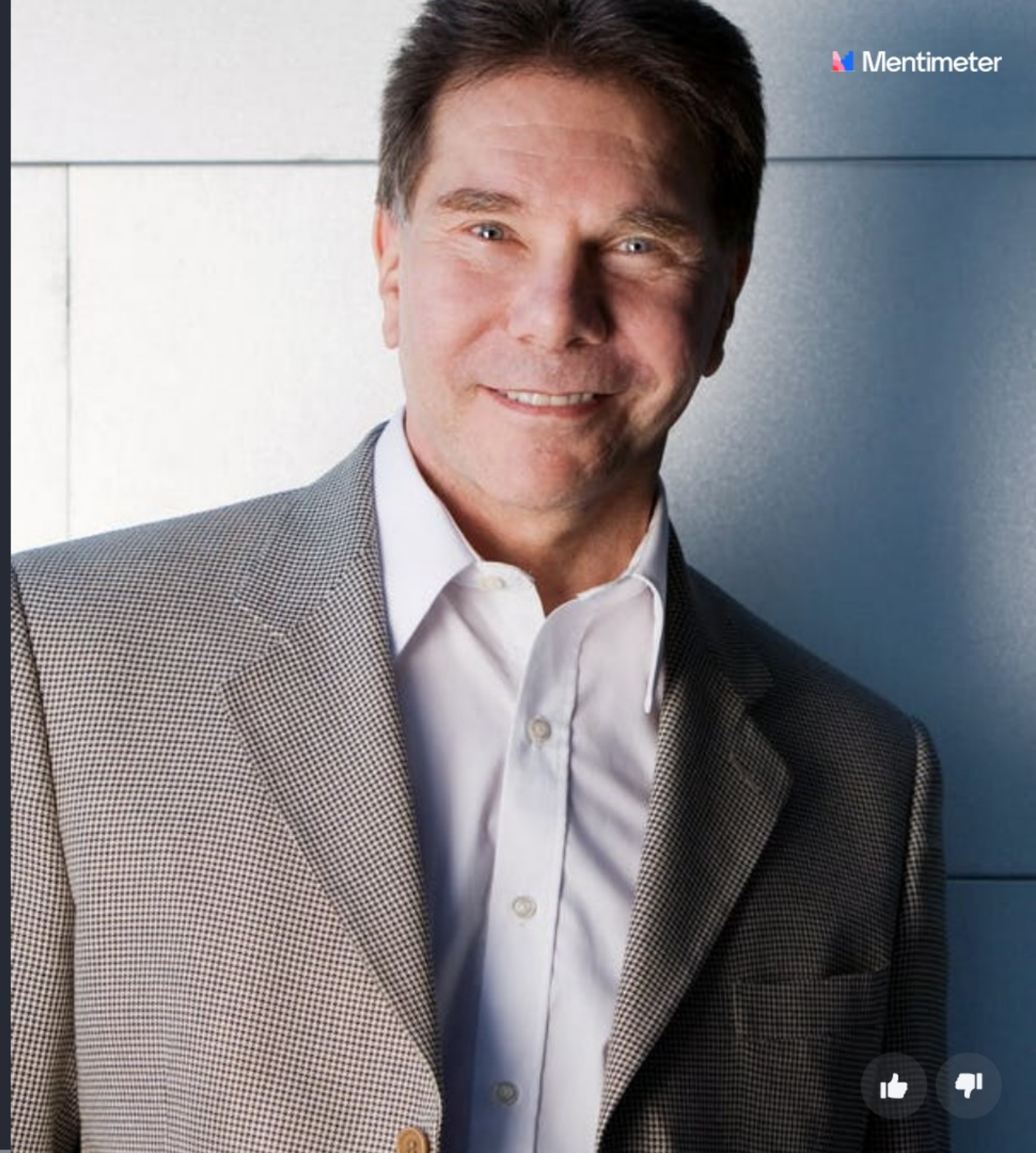
Charities

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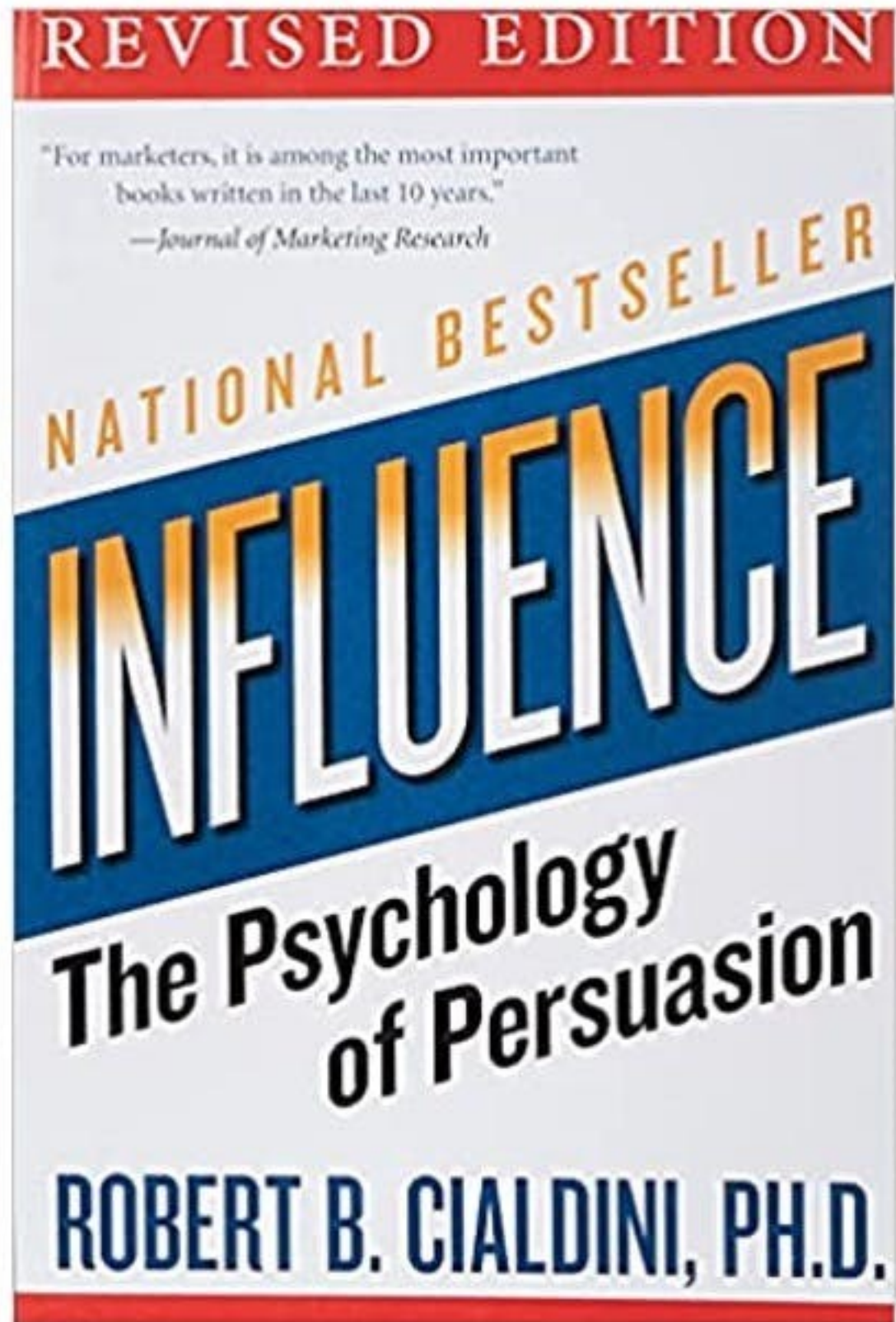


# Professor Robert Cialdini

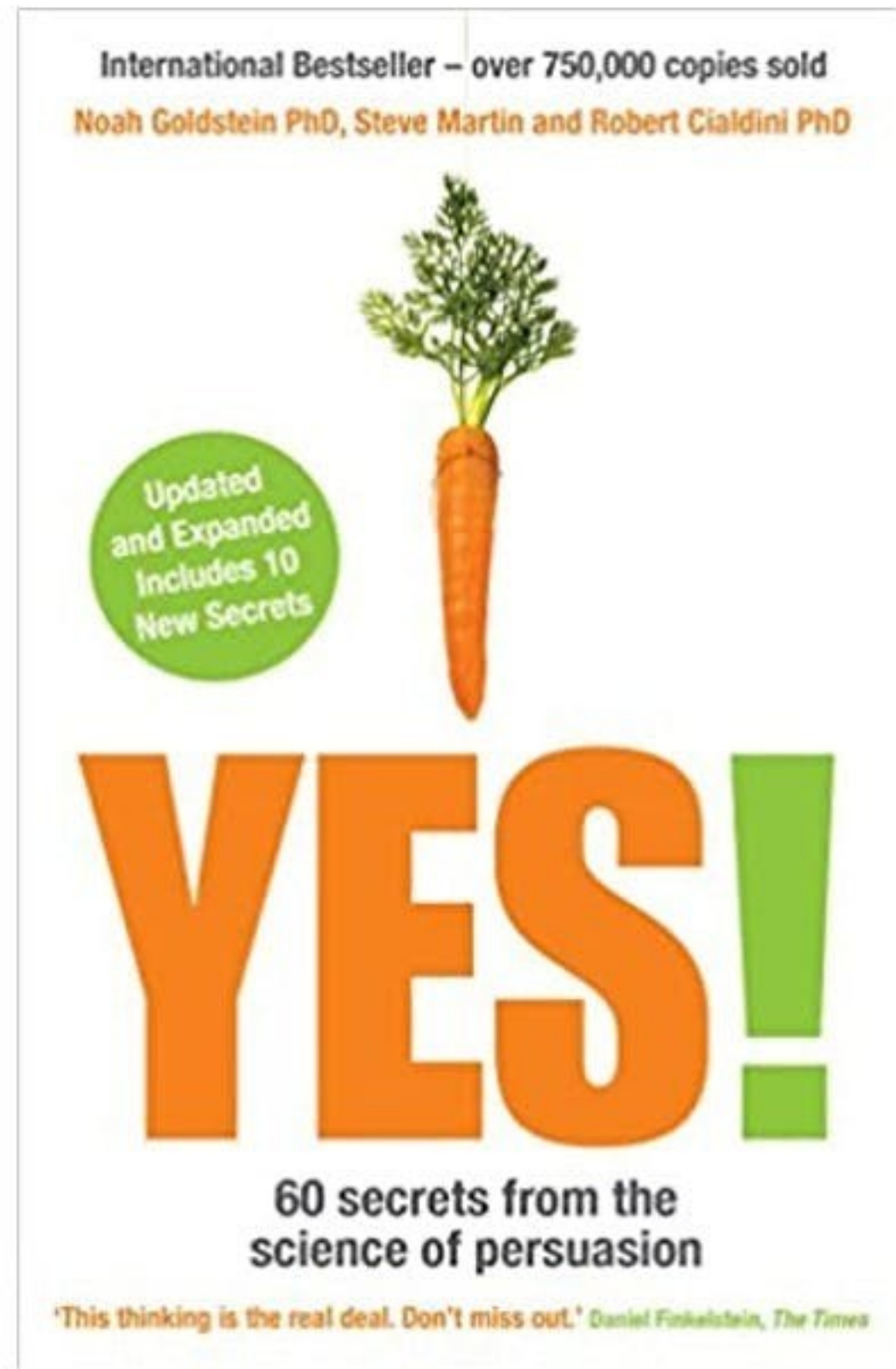




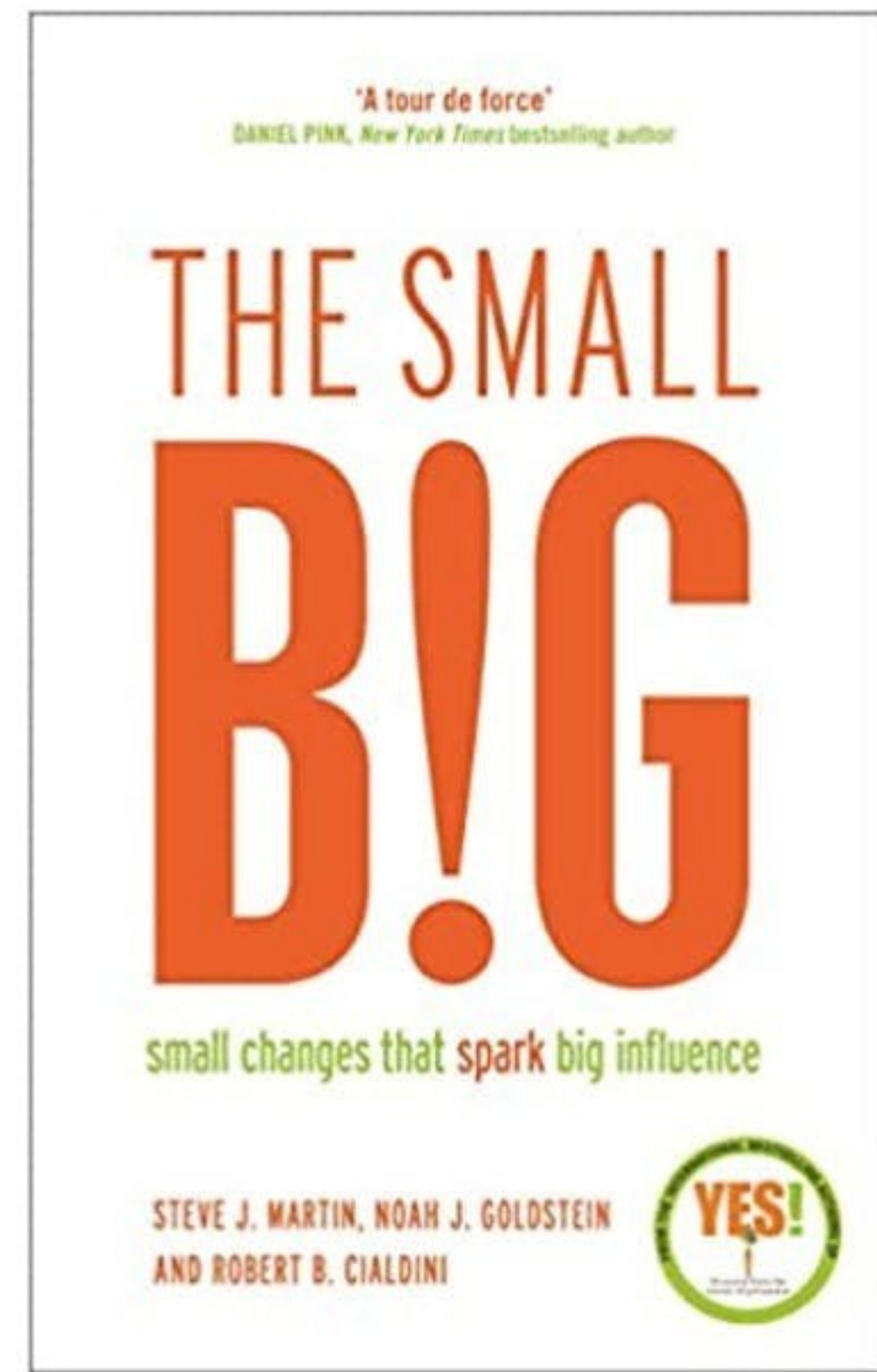
1984



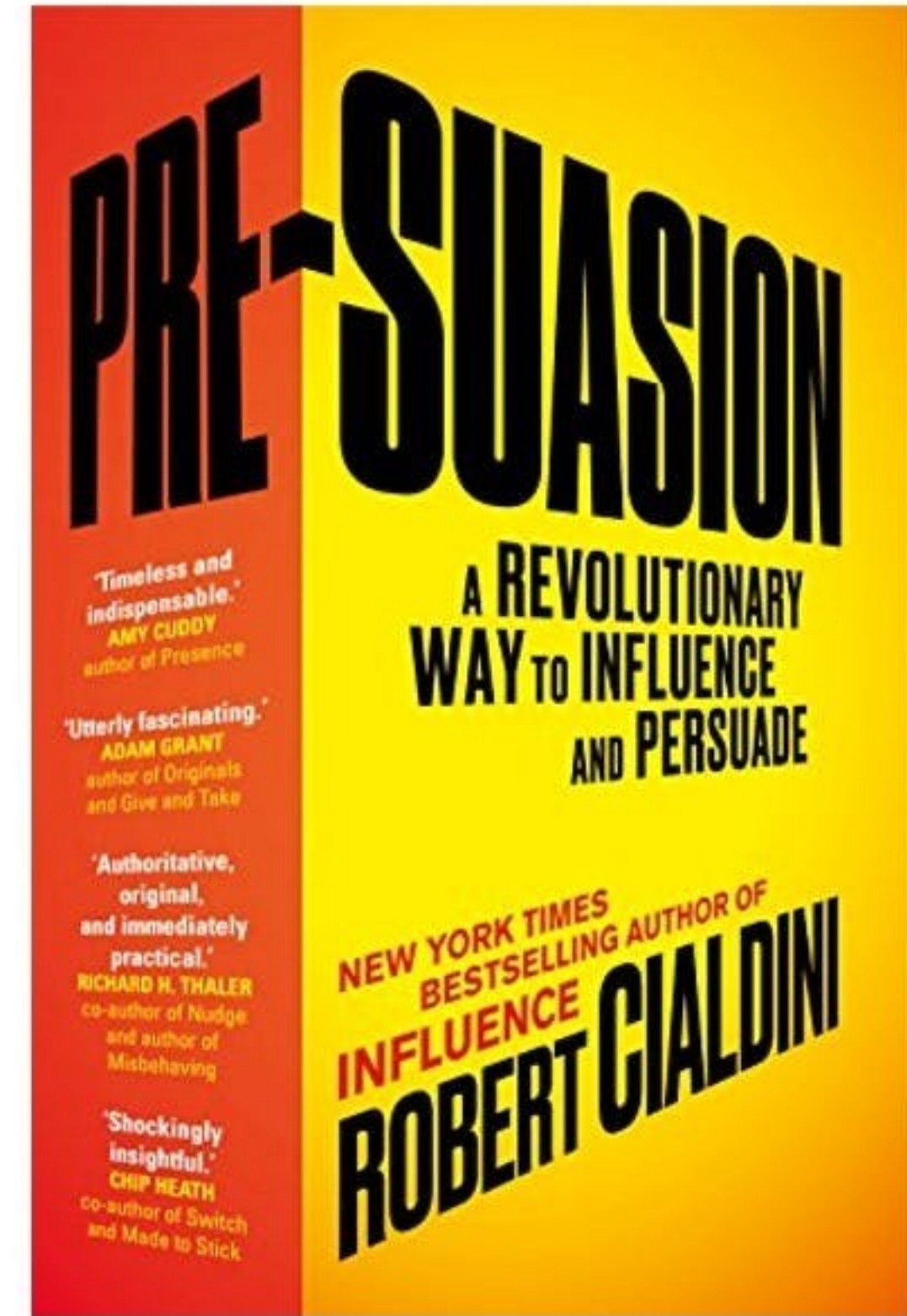
2008



2014



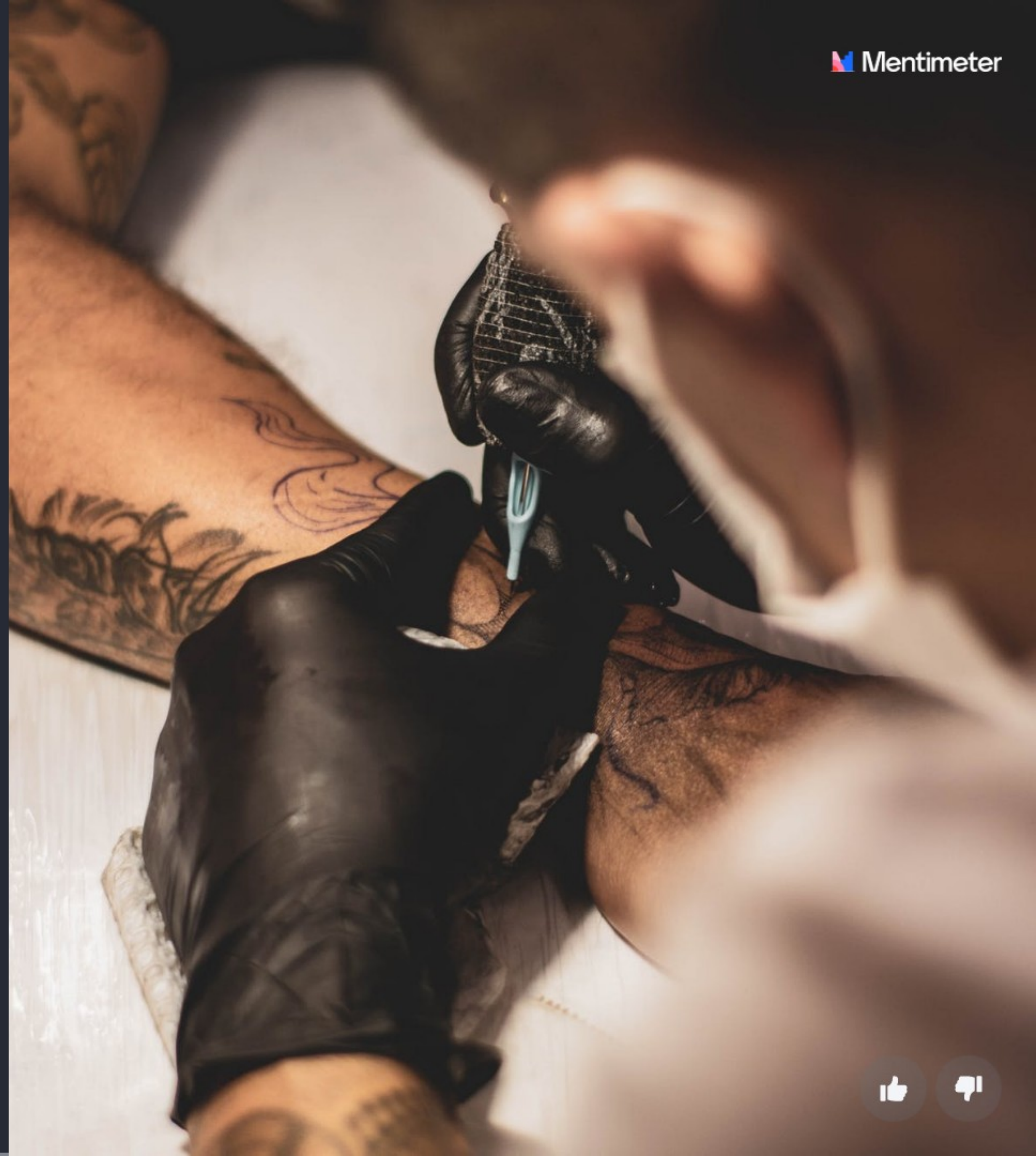
2016



# What are the 6 principles of persuasion?



# Social Proof



# Commitment and Consistency

Liking





# Authority



# Reciprocity



Scarcity

S A L E

50%

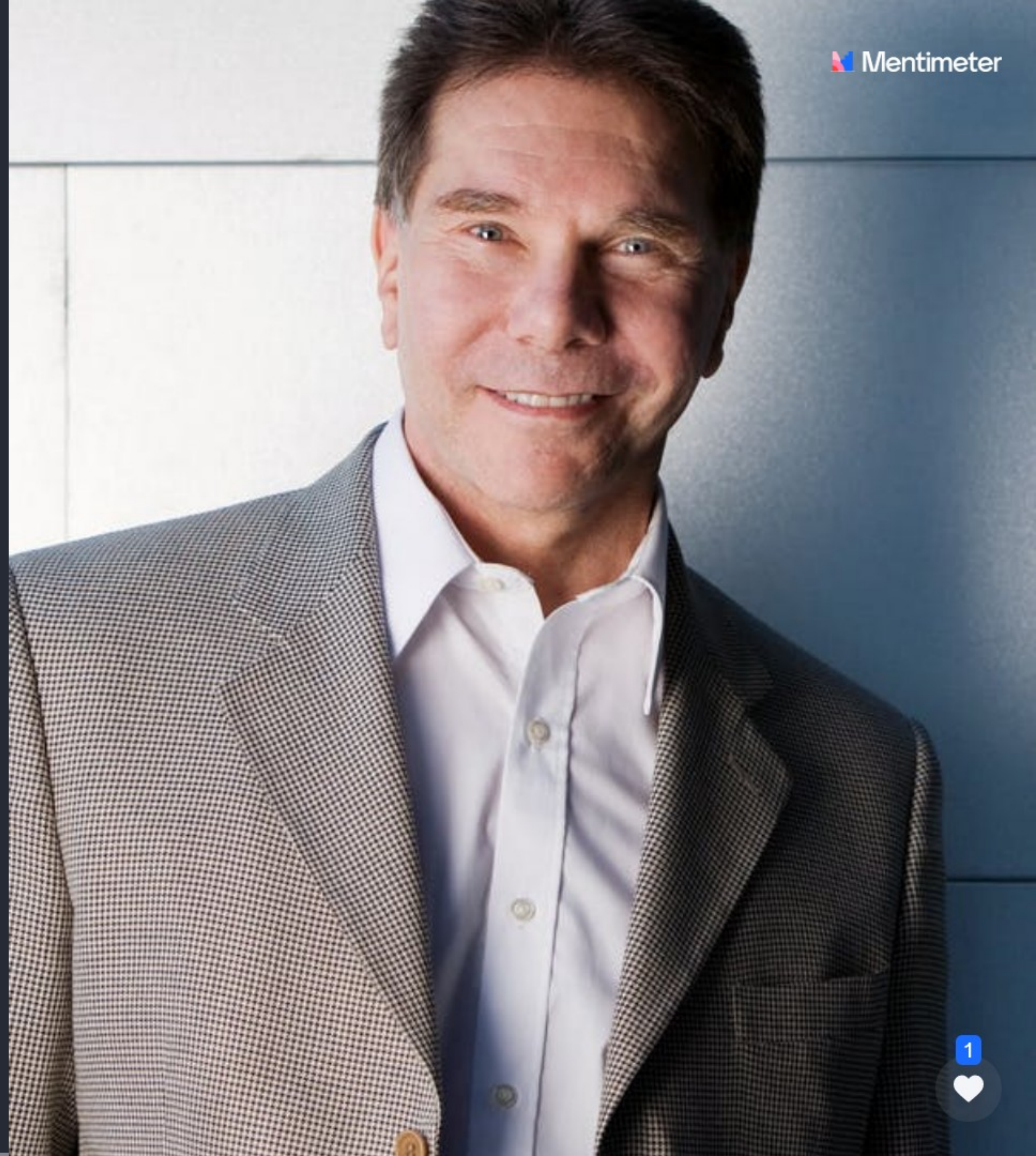
YOU'LL NEVER WALK ALONE

Identity



# Principles of Persuasion

1. Social Proof
2. Commitment & Consistency
3. Liking
4. Authority
5. Reciprocity
6. Scarcity
7. Identity



# What we covered today

- Bring a trusted advisor
- Stakeholder collaboration
- The science of influence

# Questions?

1 questions  
0 upvotes

# Gardeners Not Mechanics

HOW TO CULTIVATE CHANGE AT WORK



Gary Lloyd

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