

# The Tricks & Treats of Influence

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Heather Rommes, MSOL

**influence**

**/in-floo-ense/**

Influencers are **social media users** who have **established credibility** in a specific industry. They have **access** to a large audience and can **influence** them with their **authenticity and reach**

## WHO THEY ARE

Social media icons with a great following and credibility within a certain niche. They could be:





# The Successful Influencers

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## Kylie Jenner

- 118.5 Million followers
- One Million Dollars per sponsored Instagram post



# The Lamenting Influencers

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**Paris Hilton**

“I’ve been a 21 year-old  
for the past two decades.”

# The Reverse Influencers

Snooki

- The Gucci Purse

Mike

“The Situation”

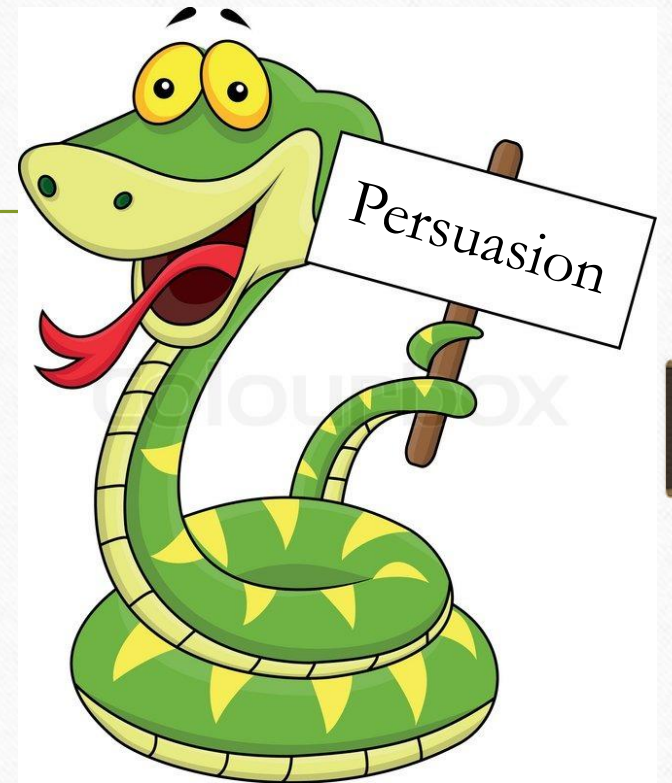
- Abercrombie & Fitch



# Aggressive, Not Assertive

## Persuasion

- The action of persuading someone to do or believe something.
- Convincing them you're right



# What is a ~~social~~ ~~media~~ influencer?

Influencers are ~~social media users~~ who have **established credibility** in a specific industry. They have **access** to a large audience and can **influence** them with their **authenticity and reach**

# Influence:

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## Definition: (Merriam)

- The **power to change** or affect someone or something :
- The **power to cause** changes without directly forcing them to happen
- A person or thing that affects someone or something in an important way



# Influencer Basics



“Stand up straight and realize who you are, that you tower over your circumstances.”

Maya Angelou



# Influencer Basics

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- 7%, 38%, 55%
- Power Poses
- Move Deliberately & Be Still
- Duchenne Smile
- Smoke & Mirrors

## 4 Pillars *OF* Influence



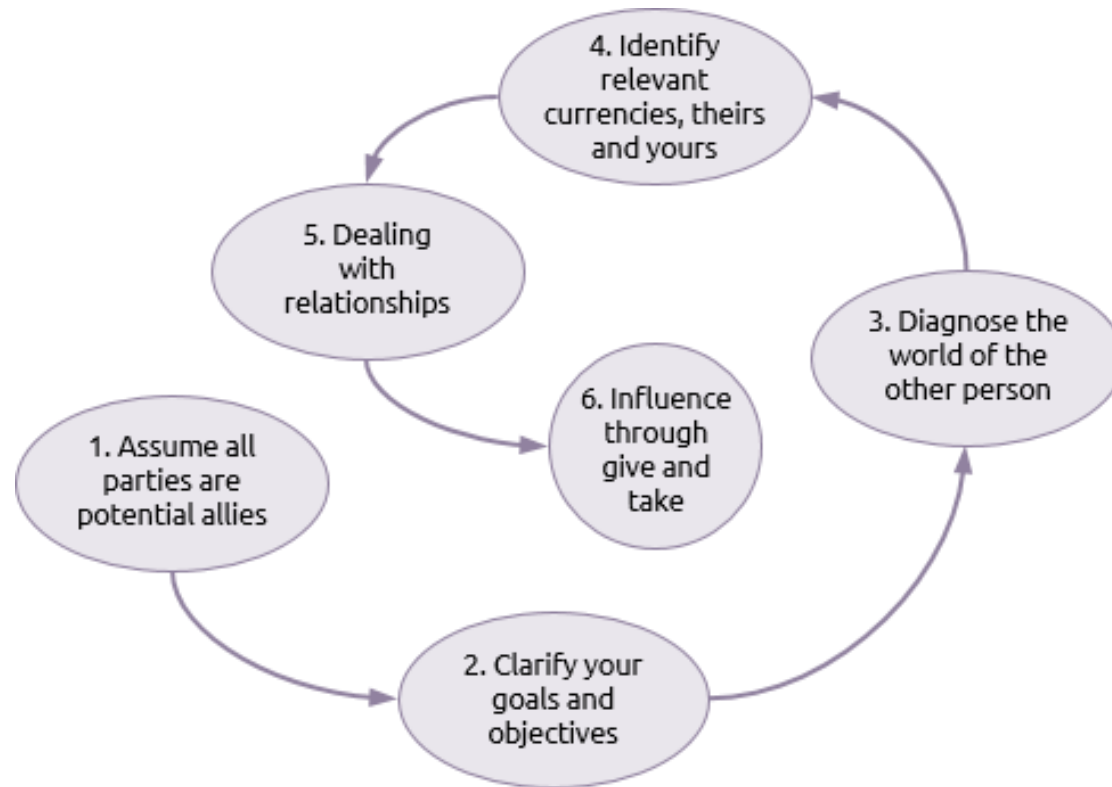
## Relevant Voices

- Matt Russell founder of “All of Us Matter”
- Student of John Maxwell
  - “Four Pillars of Leadership”

# Relevant voices

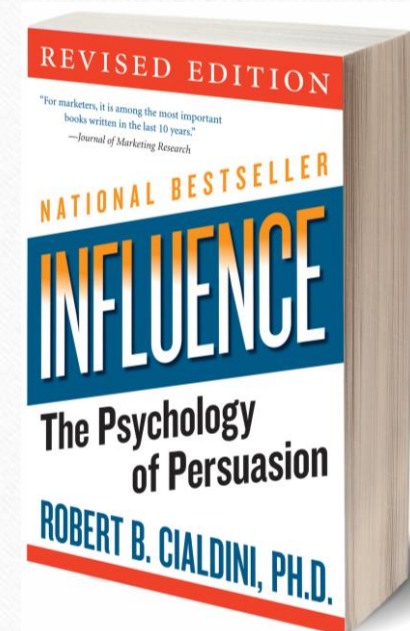
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- Bradford-Cohen Influence Without Authority (IWA) Model



# Relevant voices

Robert Cialdini



# Influence Without Authority

## My Big 6

# #1 Know Yourself



- Vampires (Rational)
  - Strategic, intense, not emotional, technical
- Devils (Guardian)
  - Logistical, rules & regs, organized
- Witches (Artisan)
  - Tactical, clever, problem solvers, risk takers
- Ghosts (Idealist)
  - Intuitive, emotional, altruistic, collaborative



# Introverts & Extroverts as Influencers

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## Introverts

- Highly effective influencers when team members are:
  - Proactive
  - Take initiative
  - Challenge strategy norms
- Prefer
  - Time to think before speaking
  - One on one interactions for relationship and trust building
  - Deep focus on work and research

## Extroverts

- Highly effective influencers when team members are:
  - Willing followers
  - Seeking guidance rather than autonomy
- Prefer
  - Thinking out loud
  - Constant action & external stimuli
  - Group settings
  - Working networks

# #1 Know Yourself

- Bridging
- Rationalizing
- Asserting
- Inspiring
- Negotiating



**Harvard  
Business  
Review**

## The 5 influencing styles

Communication experts Chris Musselwhite and Tammie Plouffe found that, while at times we use bits and pieces of each, most people rely on one of five influencing styles.

**B** **Bridging** influencers resonate with others by listening and building coalitions.

**R** **Rationalizing** influencers use logic and reason to advocate for a solution.

**A** **Asserting** influencers state their ideas confidently and directly to drive action.

**I** **Inspiring** influencers draw on passion to open people's eyes to new possibilities.

**N** **Negotiating** influencers find favorable compromises without sacrificing the long-term goal.





## #2 Build Expertise

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- What are the Visible & Public signs that you are the SME (Subject Matter Expert)?
  - Professional organizations & conferences
  - Side Hustles
  - Books, magazines, websites, LinkedIn posts
  - Affiliations at the water cooler

## #2 Build Expertise

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CONSISTENCY



HISTORY



BALANCE



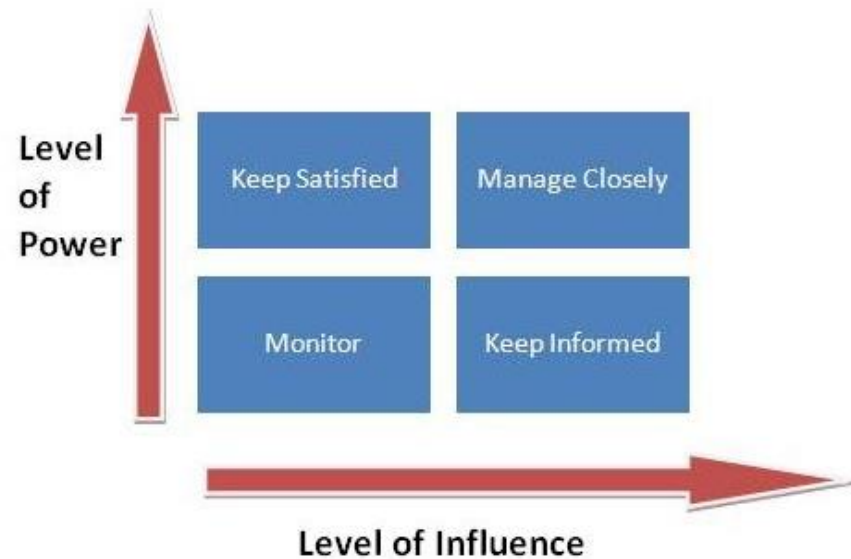
INTEGRITY

## #3 Know Your Audience

- Vampires
  - Use facts to create a compelling argument
- Devils
  - Offer logical, objective reasoning focused on results
- Witches
  - Stress how your ideas will build their reputation and prestige
- Ghosts
  - Stress top performance, teamwork and collaboration



# Stakeholder Influence



- Who is in a Make or Break position?
- What are they willing to “Give”?
- Whose position will evolve?

# #3 Know Your Audience

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## Social Influence

- People like people who are like them.
- Mimicry
- Exposure creates “Liking”

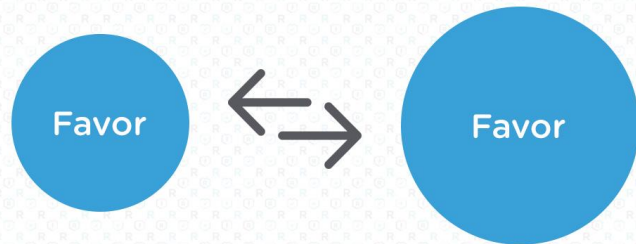
## Optimal Distinctness

- Acceptably similar, but different enough to be unique.
- Divergence
- Identity Relevant Vs. Identity Irrelevant

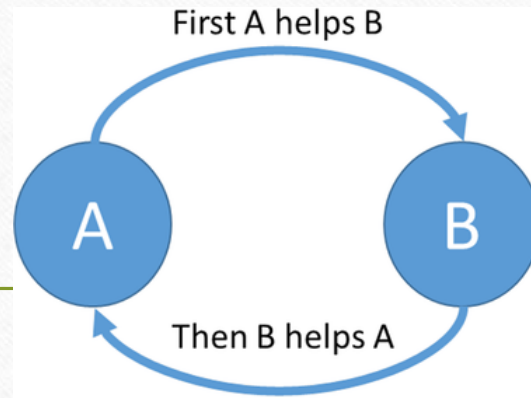
# #4 Understand Reciprocity

## Reciprocity

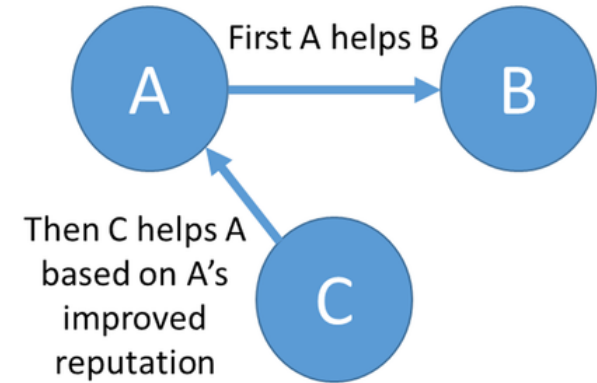
People feel obligated to return favors.  
They do not always strive for an equal exchange.



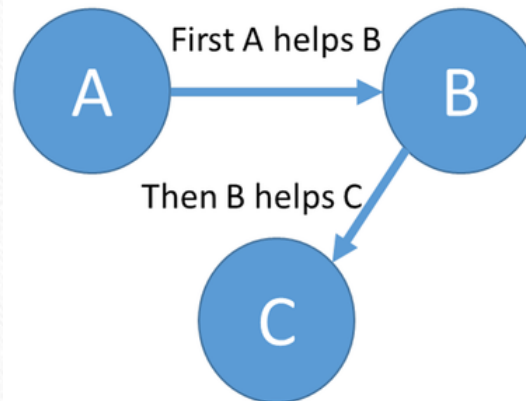
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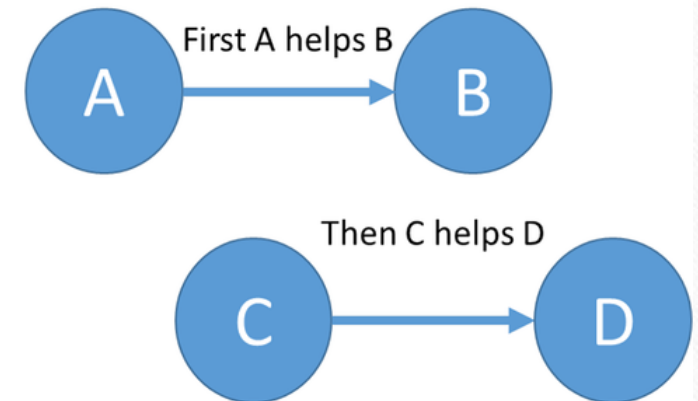
(a) Direct reciprocity



(b) Indirect reciprocity



(c) Generalized reciprocity

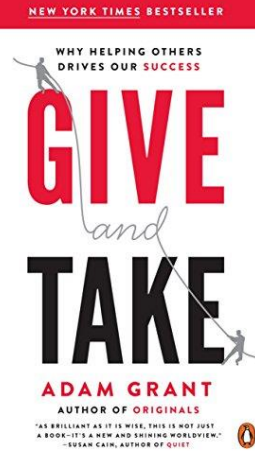


(d) Third-party influence

## #4 Understand Reciprocity

- The Five-Minute Favor
- Powerless Communication
- Idiosyncratic Credit
- Pro-Social Behavior
- Expedition Behavior
- Power of Agency
- Dominance or Prestige

**NOT ZERO - SUM**



**TAKER**  
what can you do for me?

**MATCHER**  
if I do this for you,  
will you do that for me?

**GIVER**  
what can I do for you?

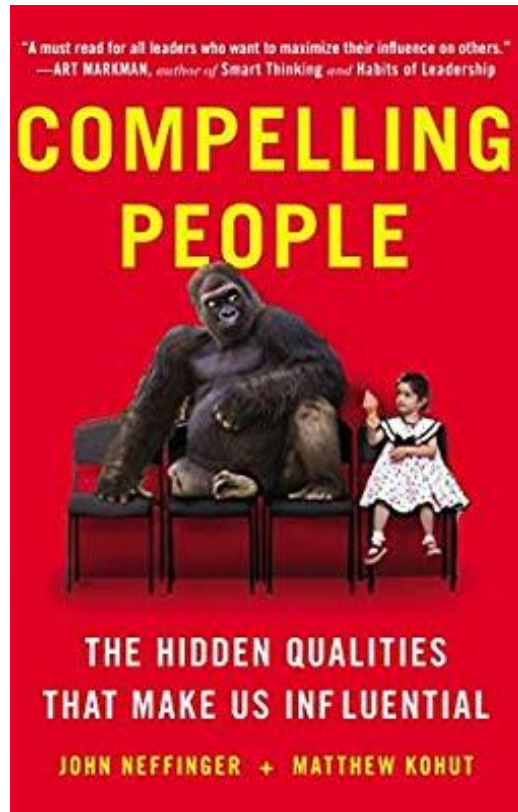
AdamGrant.net



## #5 Build Trust

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- “Is it better to be loved or feared? It may be answered that one should wish to be both.”
- Strength before Trust = Fear



## #5 Build Trust

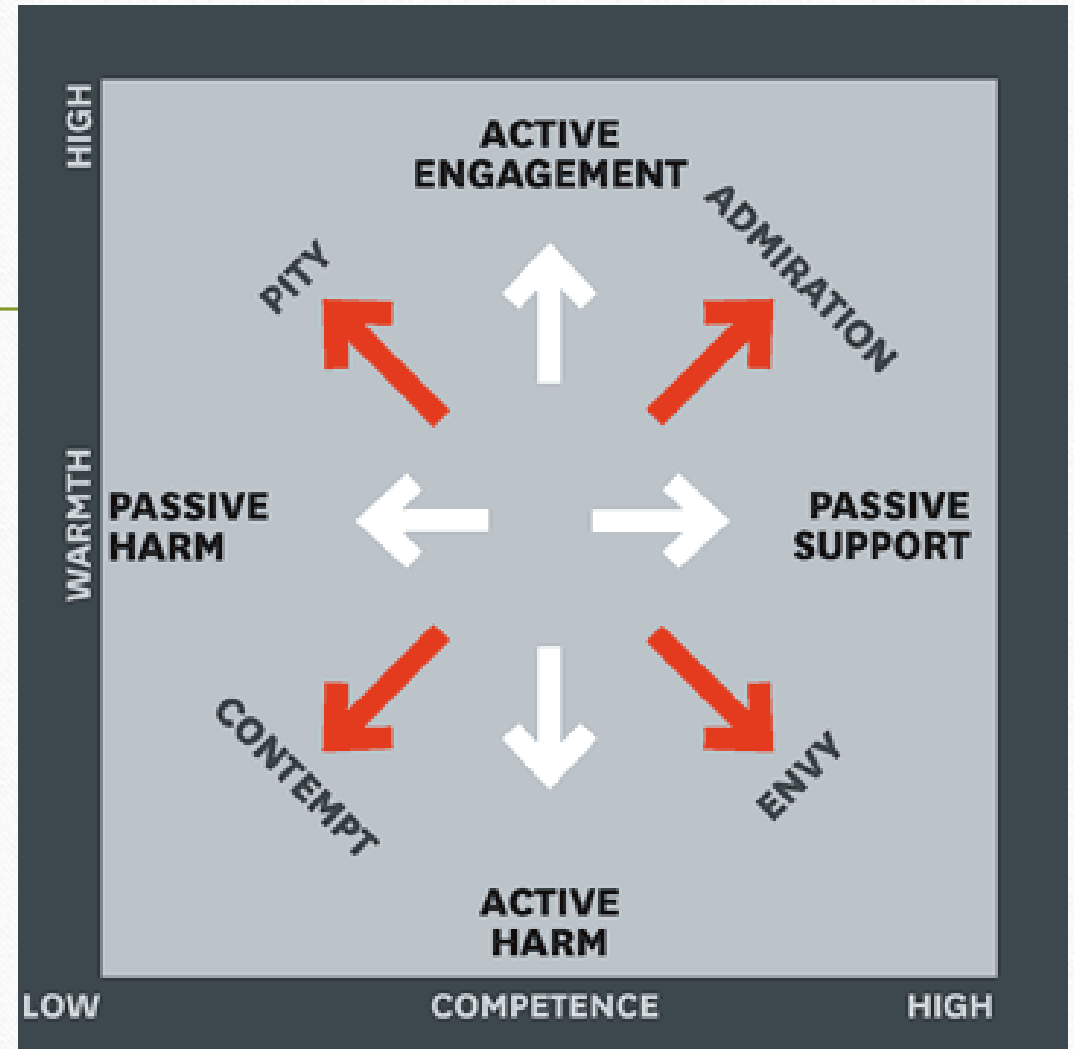
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- Trustworthiness is the first thing we look for in others, but we rarely think we need to prove our trustworthiness.
  - Describe an event that shaped your self-image
    - Competence and self-determination
  - Describe an event that shaped your view of “X’s” image
    - Warmth and generosity

# #5 Build Trust

- Warmth trumps Strength
  - The need to affiliate
  - “Us” Vs. “Them”
  - The desire to be understood

- Happy Warriors



## #6 Create Strategy

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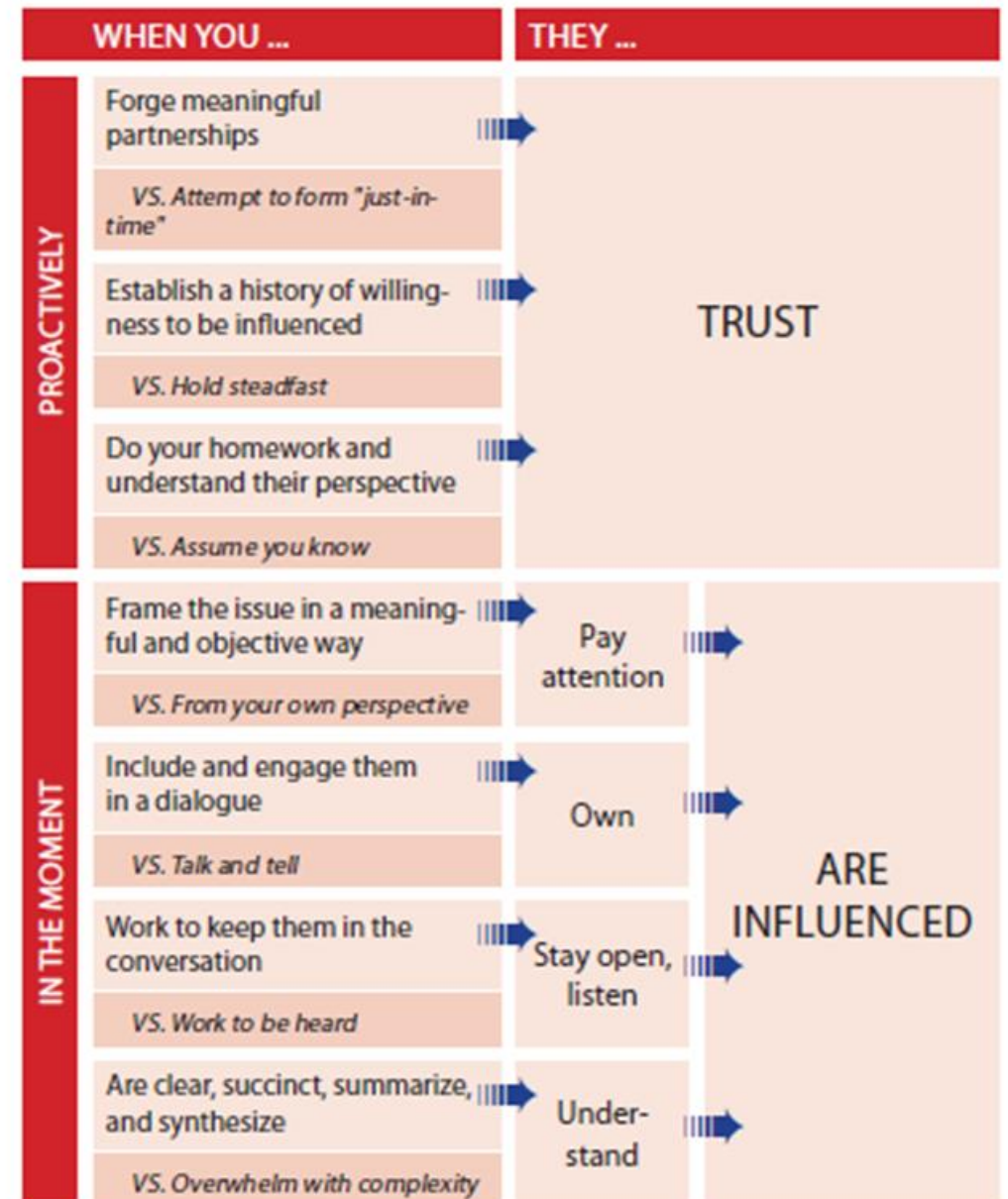
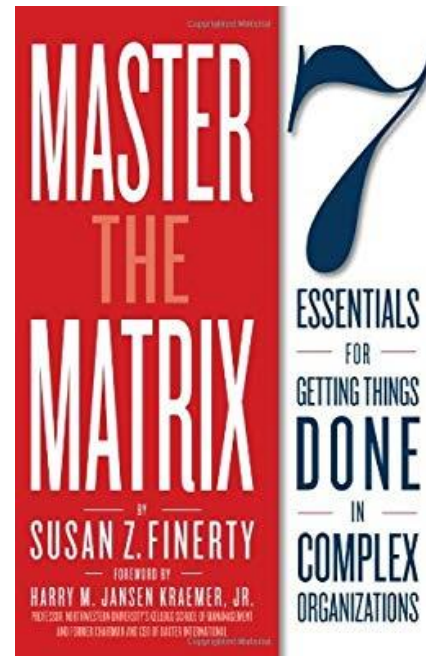


- Tactical Influence
  - Competence
  - Technical know-how, skills and abilities
- Strategic Influence
  - Core
  - The inner self, beliefs and viewpoints

## #6 Create Strategy

- “When your accountabilities and responsibilities exceed your formal power, influence is all you’ve got.” (#5 of 7)
- Proactive
  - Partnerships
  - History
  - Homework
- In- the- Moment
  - Own the dialogue
  - Stay open
  - Convey understanding

## Frame & Re-Frame

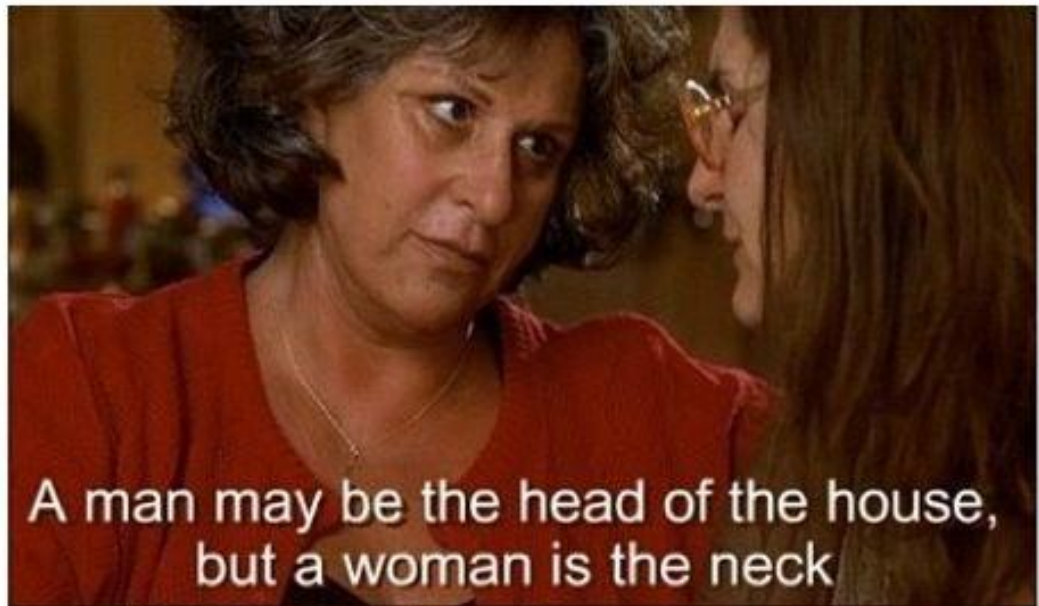




- Tricks
  - No Authority
- Treats
  - People Panache
  - Know-How
  - Give & Take
  - Passion
  - Game Plan

Are you the Head  
or the Neck?

<https://www.youtube.com/watch?v=YelXdFhQxRQ>



A man may be the head of the house,  
but a woman is the neck



@bestscenes

and she can turn the head  
any way she wants.



**The supreme art of war is to  
subdue the enemy without  
fighting.**

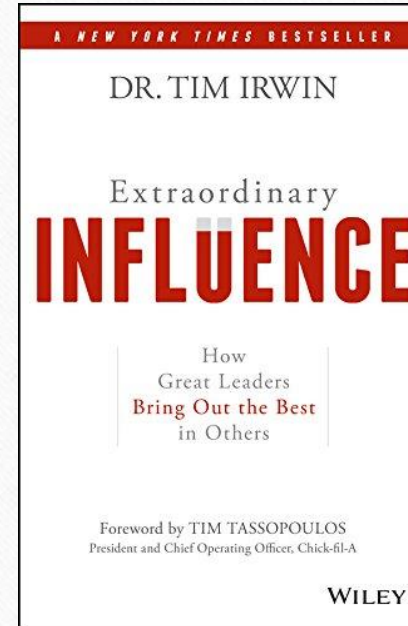
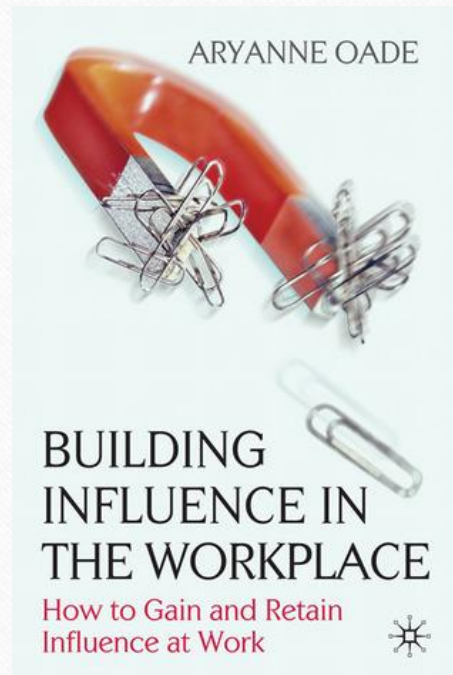
Sun Tzu

A photograph of wooden blocks spelling 'thank you' against a bokeh background. The blocks are light-colored wood with black lowercase letters. They are arranged in a single row on a wooden surface. The background is a soft-focus bokeh of warm, golden-yellow lights. The entire image is framed by a thin white border and a wider brown border. On the left and right sides of the brown border, there are black rectangular tabs.

thank you

# ROMMIE'S READS

**FAST  
COMPANY**



**Forbes**

