

A woman in a white shirt is presenting to a group of people in a modern meeting room. She is gesturing with her hands as she speaks. The room has a projector on the ceiling and large windows in the background. The text is overlaid on a white circular graphic on the left side of the image.

**Building on
influencing skills:**
3 tools for persuading
others to take action





Ginny Radmall

Director of The Ivy Way

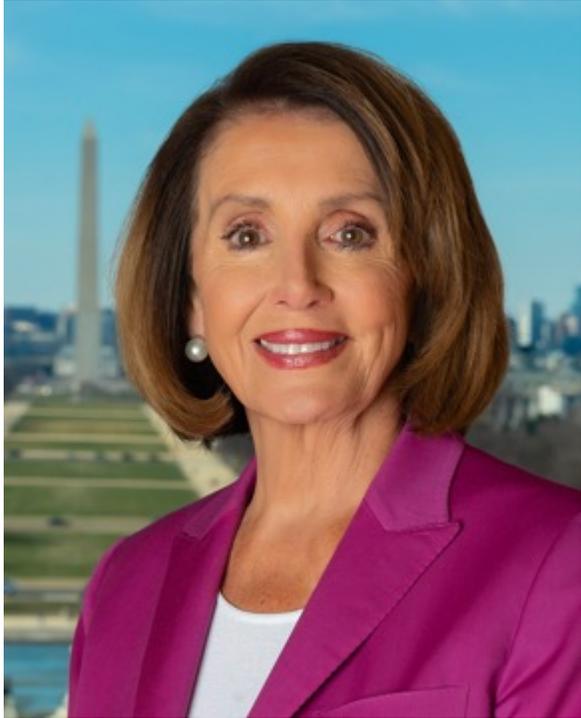


'The act or power of producing an effect without apparent exertion of force.'

Merriam Webster



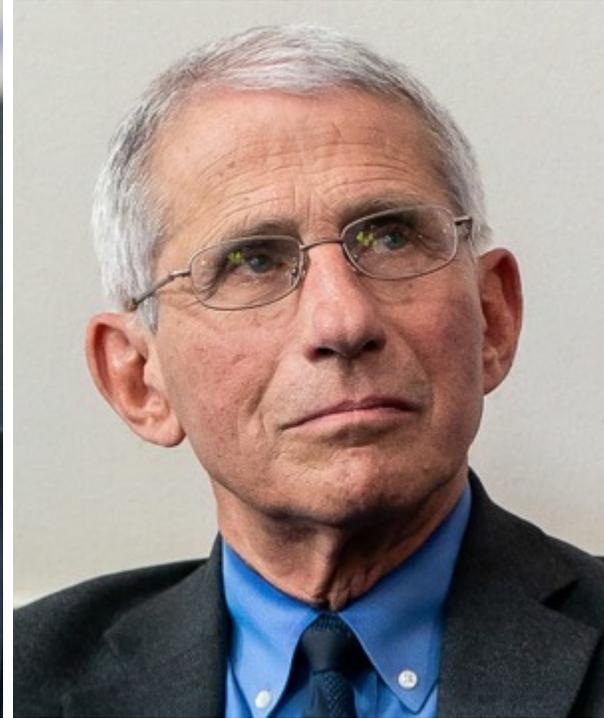
TIME 100 Most Influential People 2020



Nancy Pelosi
Speaker of the
United States House
of Representatives



David Attenborough
Broadcaster and
Natural Historian



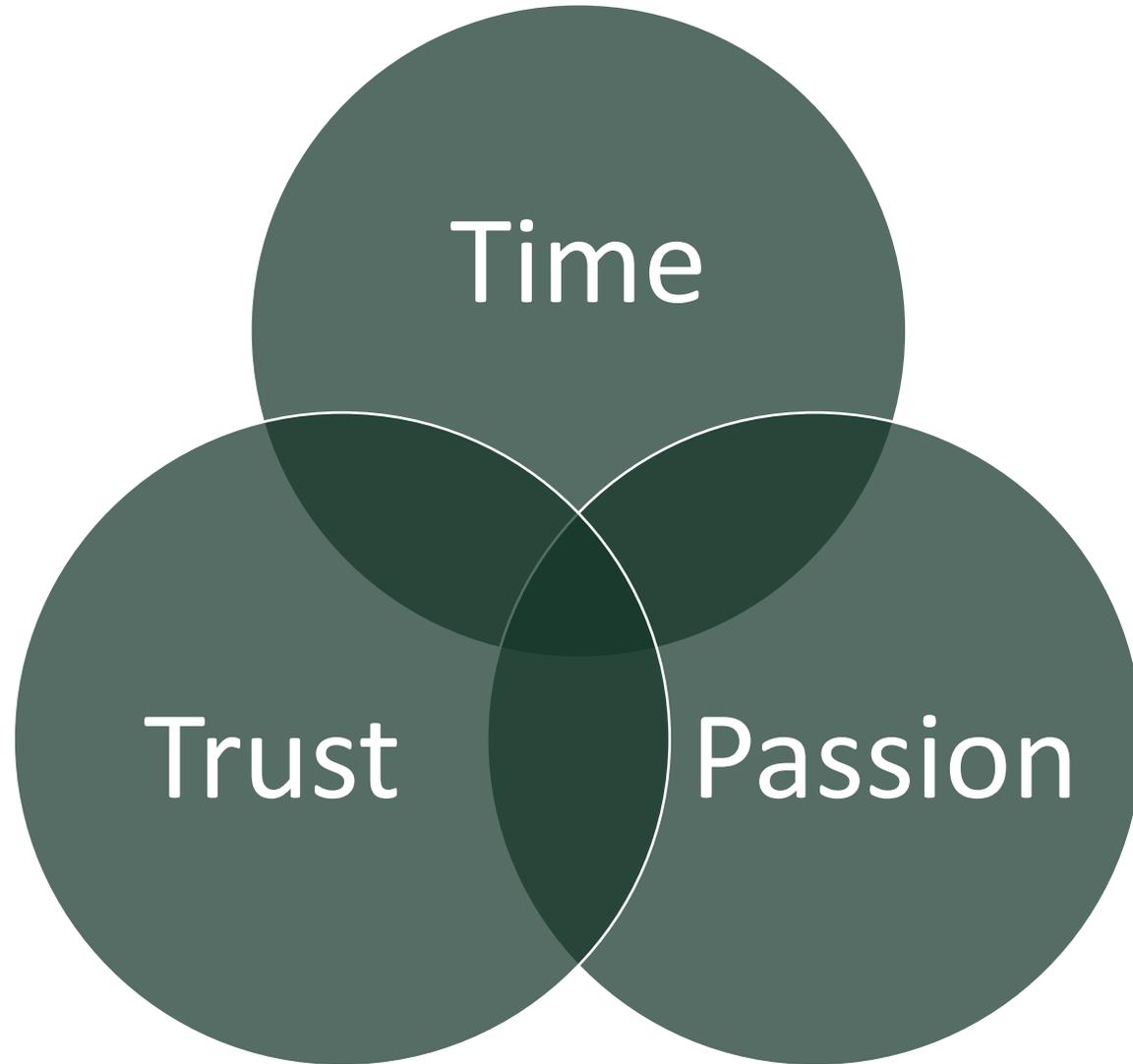
Anthony Fauci
Chief Medical Advisor to
the President



Alicia Garza
Co-founder of Black
Lives Matter
movement



What do you need to influence people?



1. Build partnerships
2. Listen well
3. Communicate your message clearly





UN CLIMATE CHANGE CONFERENCE UK 2021

IN PARTNERSHIP WITH ITALY



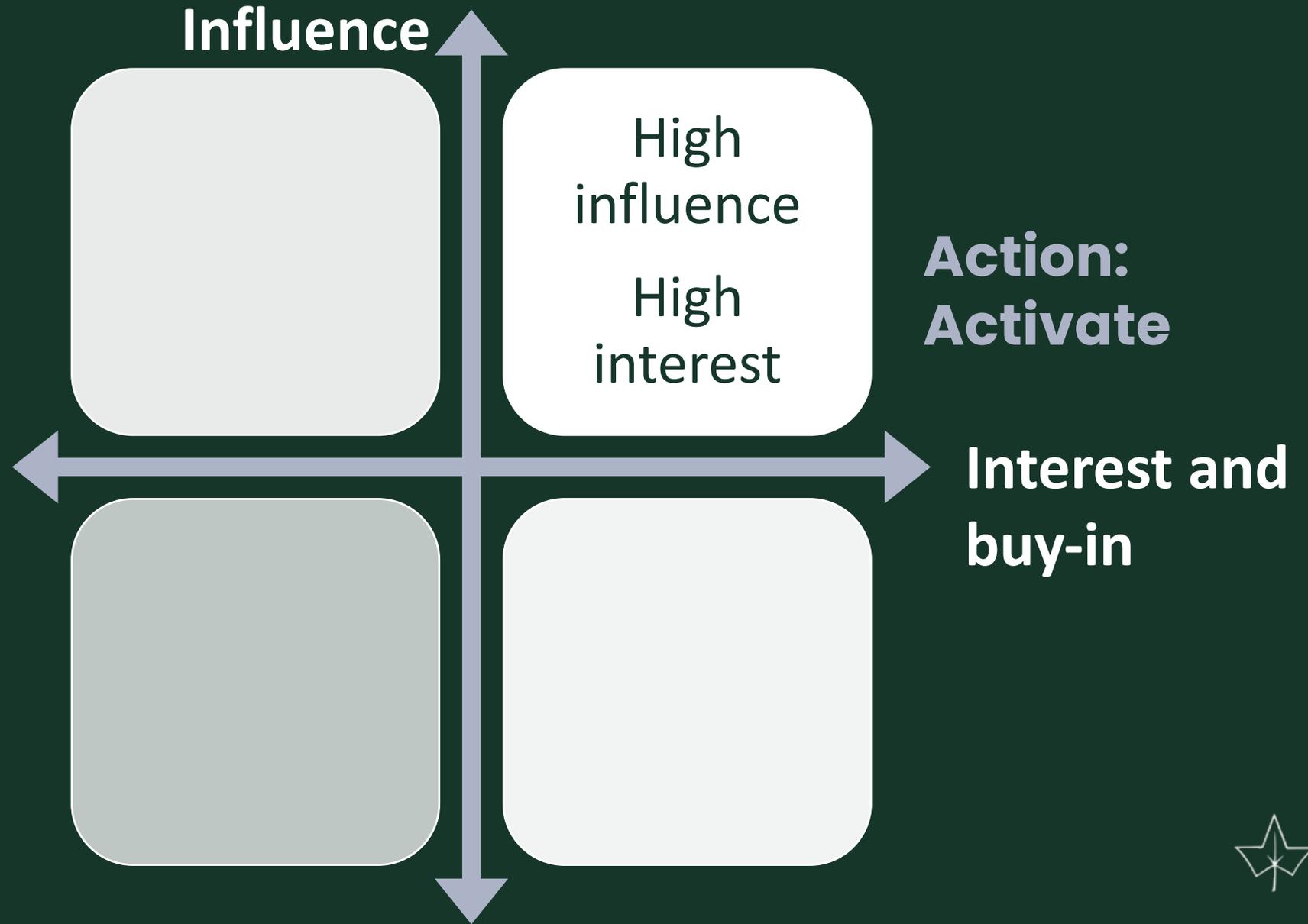
Building partnerships for COP26

Identify:

1. Who you would like to build new partnerships with
2. Where you can strengthen existing relationships
3. What voices are missing



Audience mapping



The World's most influential people in climate policy



Hoesung Lee



Mithika Mwenda



Caroline Lucas



Jennifer Morgan



Greta Thunberg



Jacqueline Patterson



Jamie Margolin



Miguel Arias Cañete

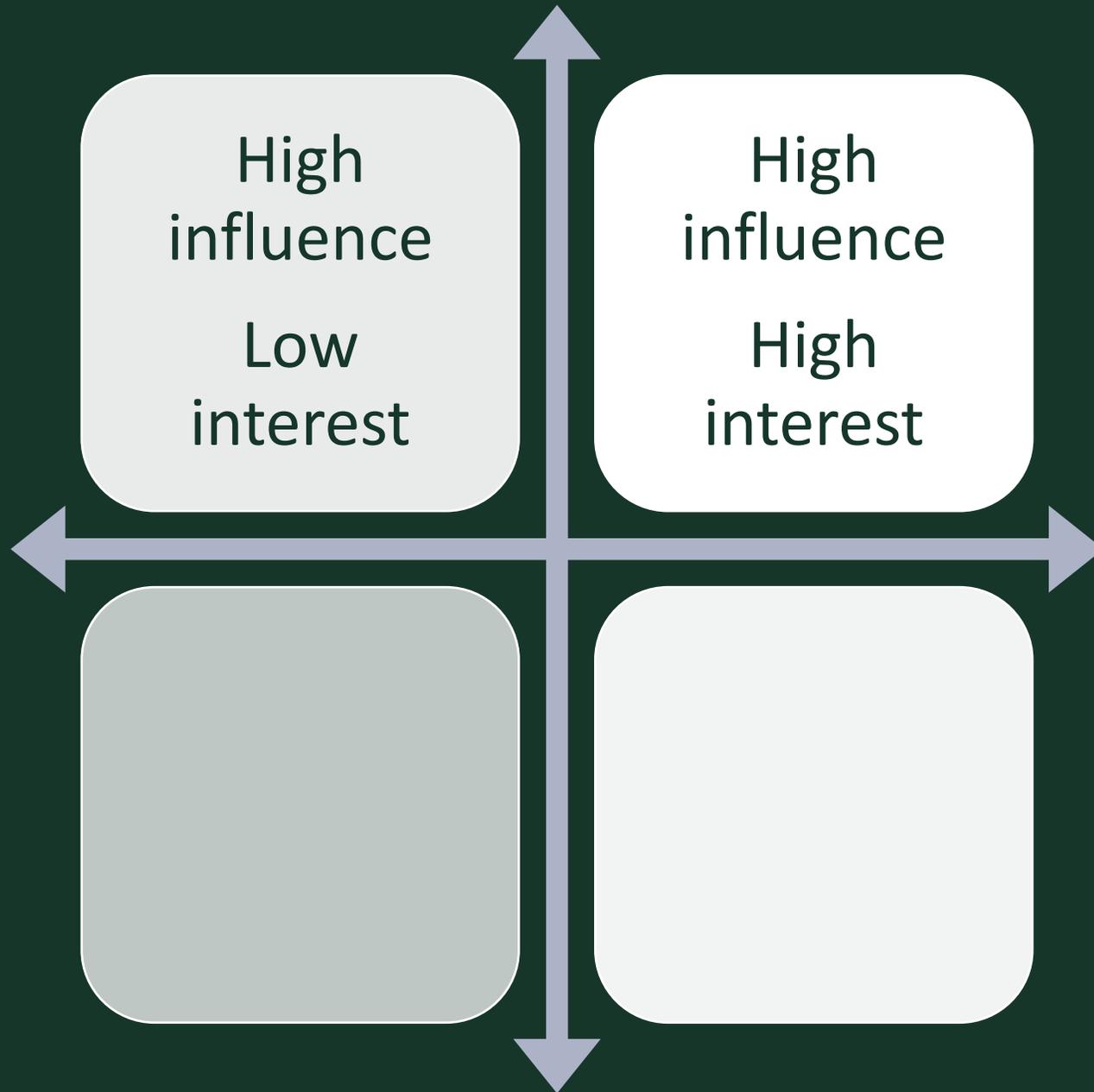


Fatih Birol



Influence

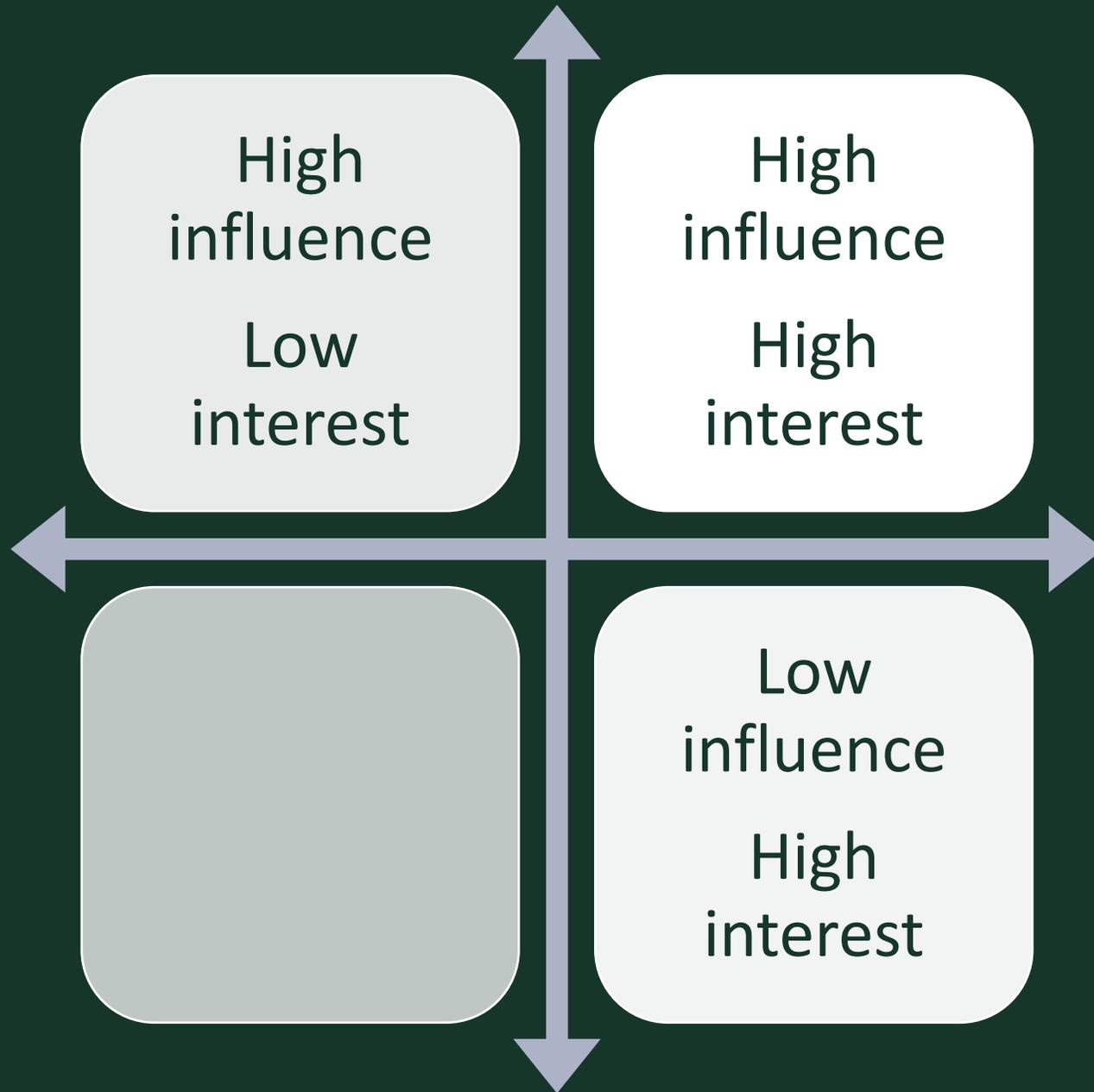
**Action:
Engage**



**Interest and
buy-in**



Influence

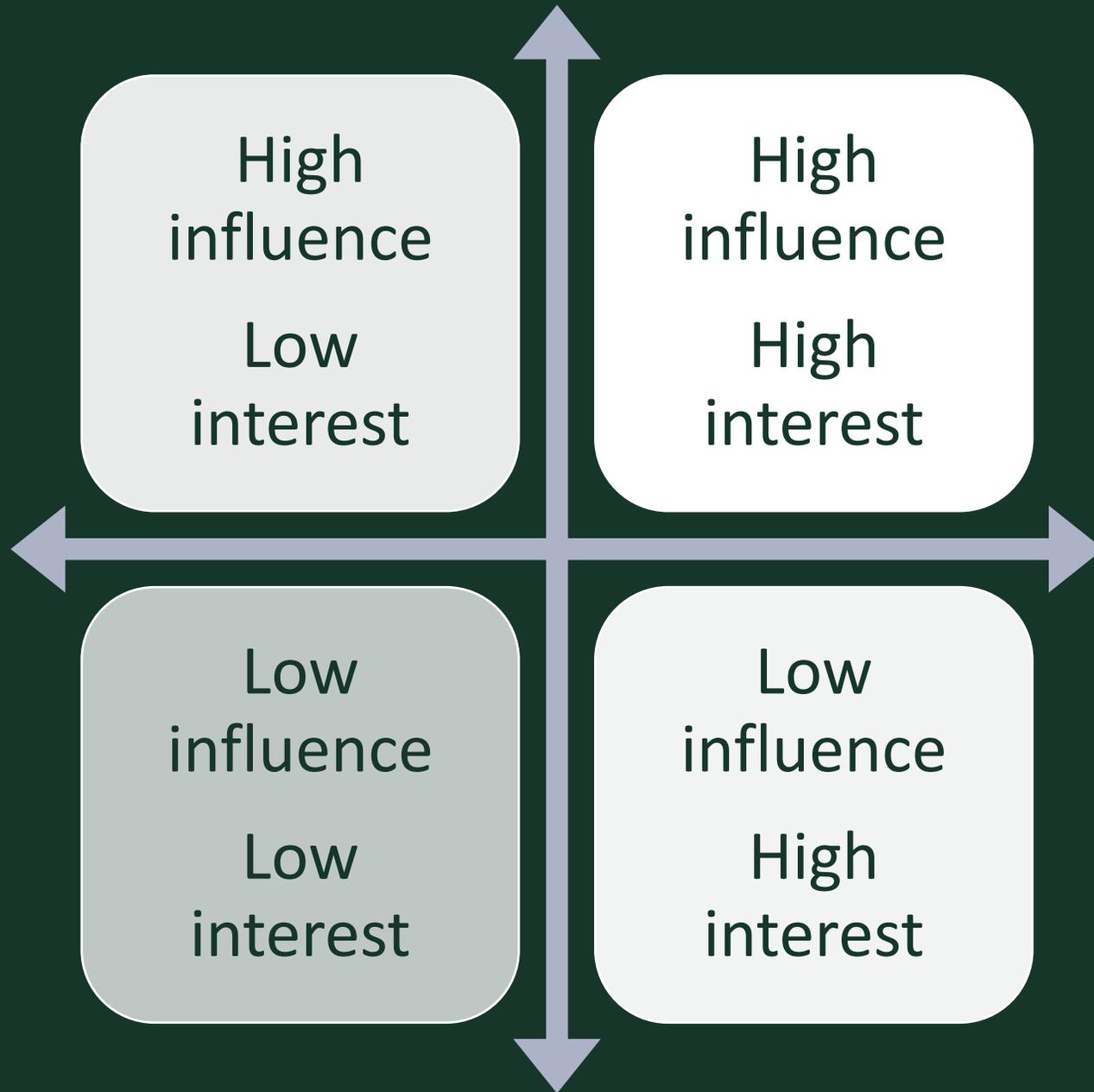


**Interest and
buy-in**

**Action:
Empower**



Influence



**Action:
Inform**

**Interest and
buy-in**



Action Point:

Create a list of individuals and organisations you can build or strengthen relationships with





Listening well

1. Pause first
2. Ask questions
3. Choose to listen for useful information



Certainty



Reinforces
assumptions



No clarity



Certainty

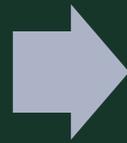


Reinforces
assumptions

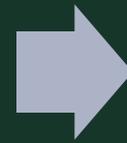


No clarity

Curiosity



Learn the
facts



Gain
clarity



'Seek first to understand,
then to be understood.'

Stephen Covey



Types of question:

1. Closed

'Do you think...?' 'Which would you prefer...?'

2. Open

'What', 'Who', 'Where', 'When', 'Why', 'How'

3. Exploring options

'What if', 'If (x) then what...?'





Action Point:

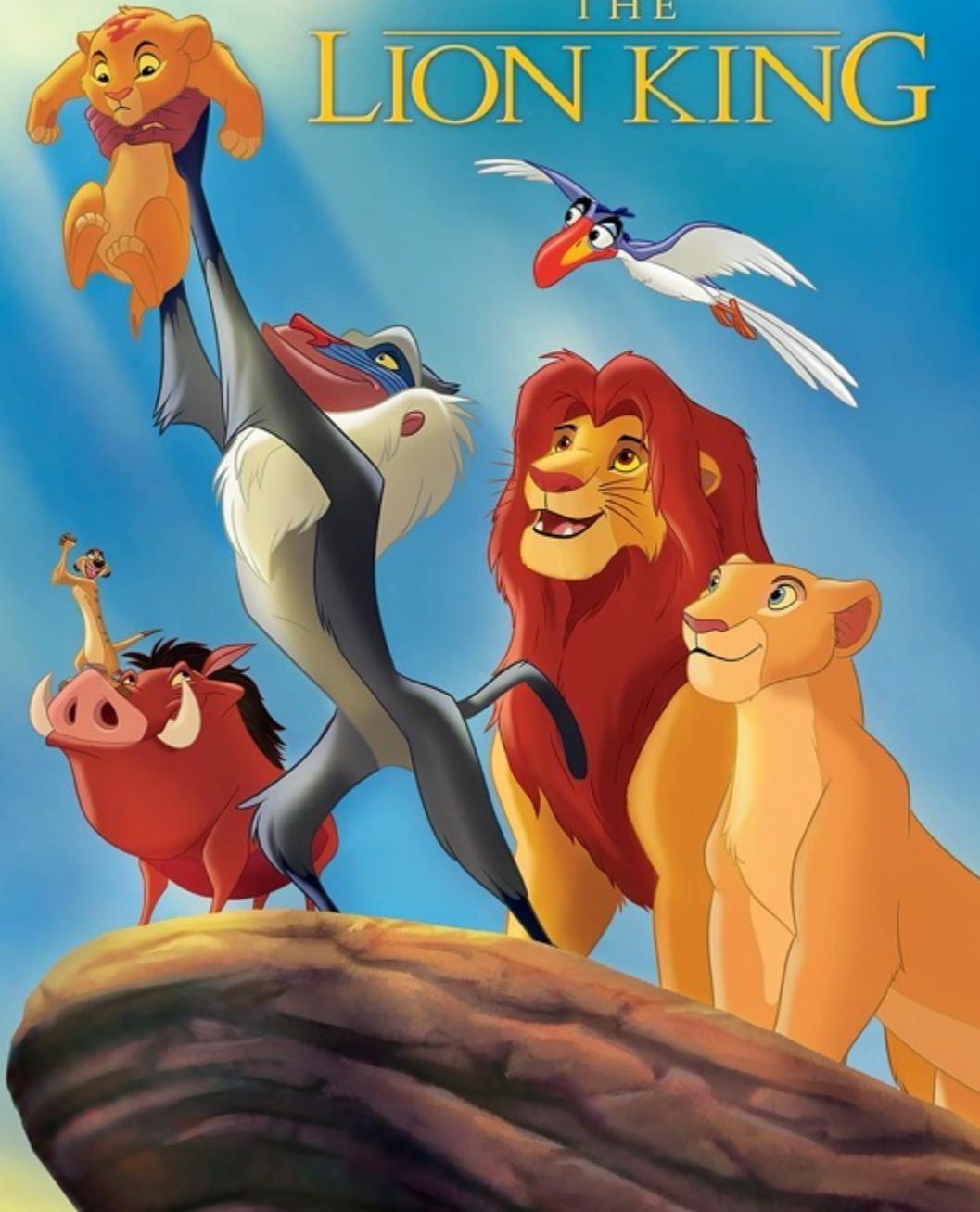
Practice listening with curiosity by leaving room for silence and asking questions.



a Big Golden Book®

Disney
THE

LION KING

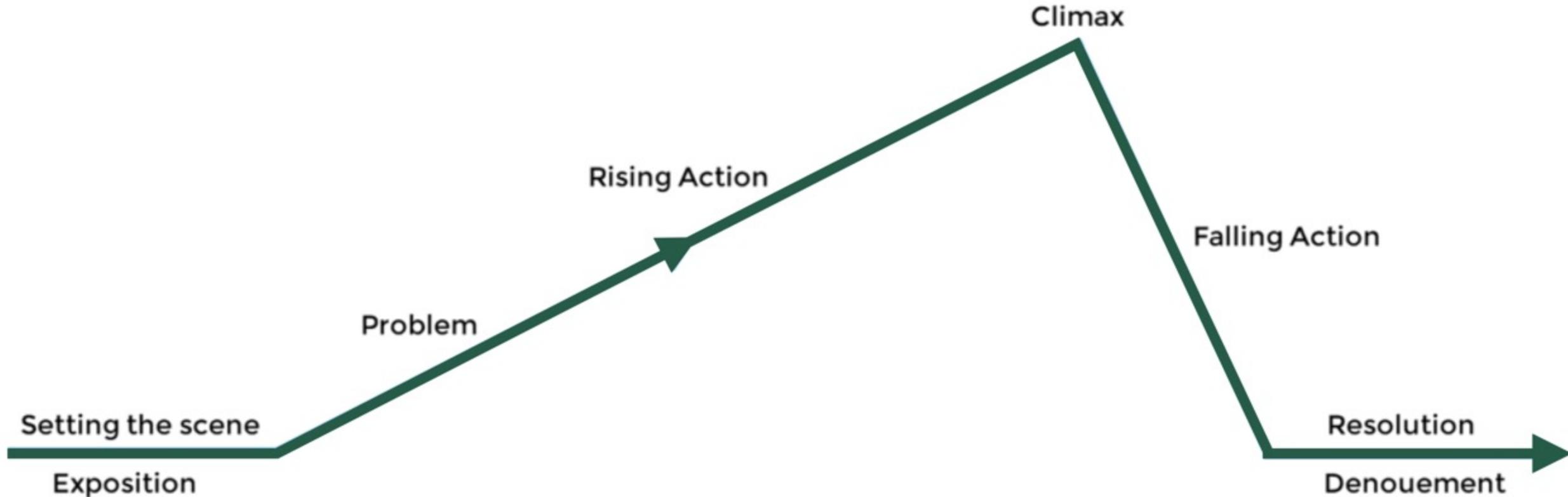


Communicate with passion

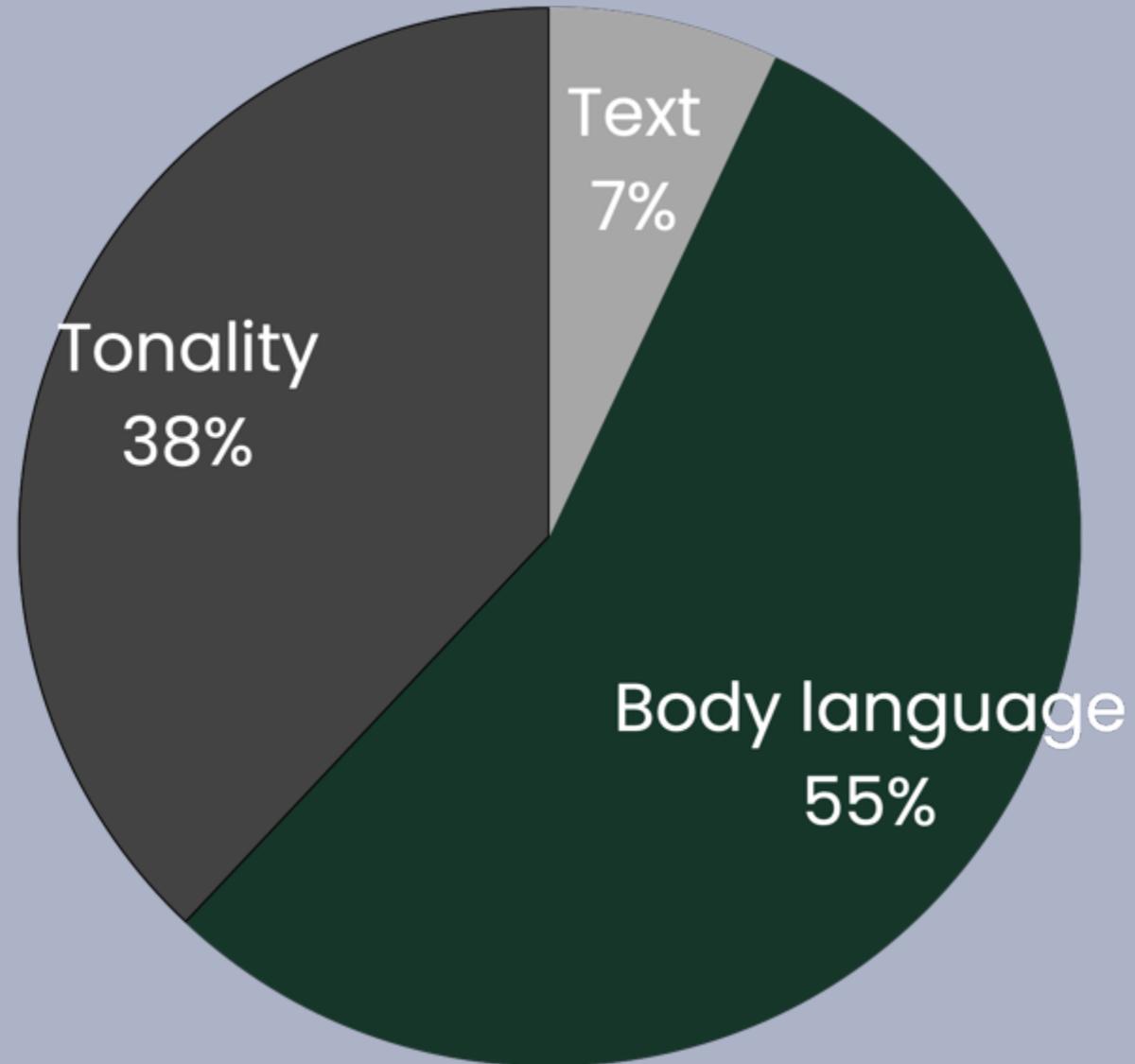
1. Have a clear structure
2. Use pictures and emotions
3. Think about body language and voice



Storytelling structure



What makes up communication?



Action Point:

Bring clarity to your message by using stories and concrete language.

Think about the impact you can make with your body language and tone of voice.



Any questions?





Additional Resources

Books:

'Getting to Yes', Roger Fisher and William Ury
'How to Win Friends and Influence People', Dale Carnegie

'Crucial Conversations', Patterson, Grenny, McMillan, Switzler

'To Sell is Human', Daniel H. Pink

'The Seven Habits of Highly Effective People', Stephen Covey

'Changing the Conversation', Dana Caspersen

TED talks:

Andrew Stanton - The clues to a great story

https://www.ted.com/talks/andrew_stanton_the_clues_to_a_great_story