



Influencing to Win/Win



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Whether you employ staff, are a staff member or work together with family everyone can think of a time in their lives when they have had to persuade someone or win someone round to their way of thinking. Some examples of this in farming may be:

- persuading an older employee that cattle records should now be kept electronically
- convincing a family member that investment needs to be made in a new piece of equipment
- suggesting to your employer that there is a quicker or easier method of feeding the calves compared to what has already been done.

Influencing is a useful skill that can help prevent these situations escalating into conflict and help everyone feel that they are being included in the decision making.

Influencing is the power to change the behaviour of others in a respectful and conflict free manner.

Less respectful ways of changing behaviour would be manipulation or commanding:

The infographic illustrates three methods of influencing others, each with a corresponding icon and a speech bubble example:

- MANIPULATION** (Red circle with a white 'X') is associated with the speech bubble: *"If you don't do this I will make your life unbearable"*
- COMMANDING** (Red circle with a white 'X') is associated with the speech bubble: *"You will do this because I say so"*
- INFLUENCING** (Green circle with a white checkmark) is associated with the speech bubble: *"Here's my thoughts and some of the benefits of implementing this new process"*



The European Agricultural Fund
for Rural Development
Europe investing in rural areas



Scottish Government
Riaghaltas na h-Alba
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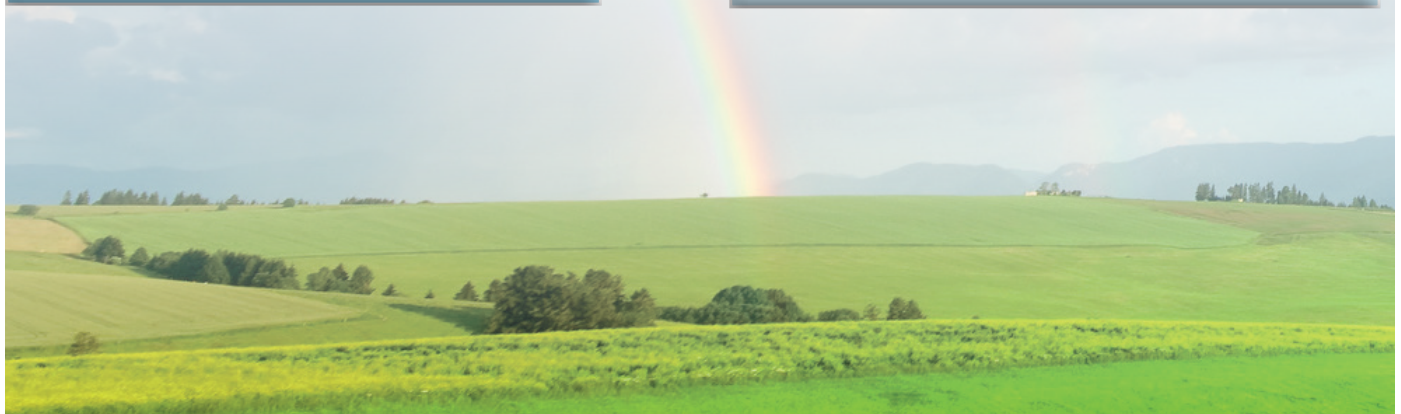
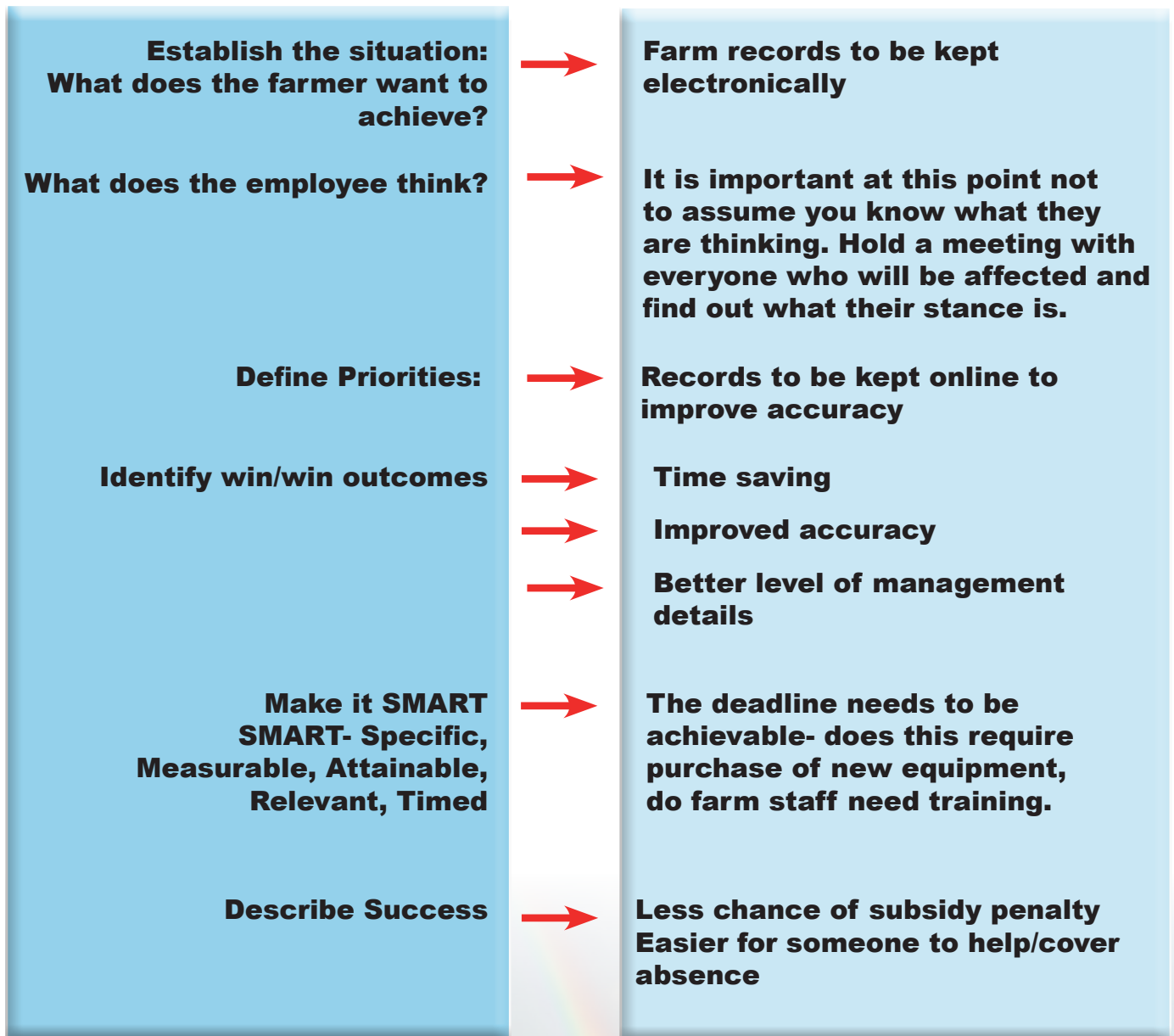
Planning for influencing

Scenario:

Farmer is keen to move all farm paperwork to an electronic based system. The main employee responsible for most of the paperwork is a traditionalist who prefers everything done on paper.

If the farmer was to use manipulation or commanding to ensure the change happened it is unlikely to yield the results that are required.

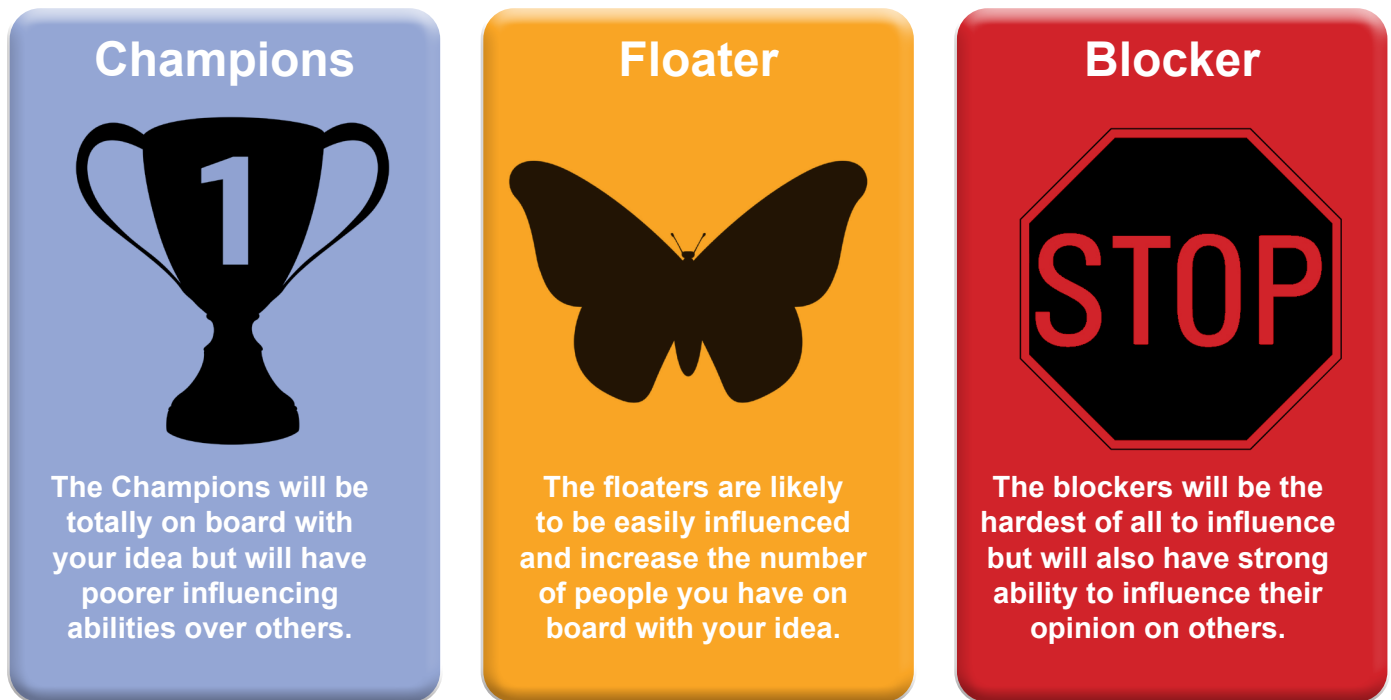
The farmer has to carefully follow the steps of influencing to ensure his end goal is met and all staff members are entirely on board with the new proposals.



Getting everyone on board

Where there are a number of people in your team, you should be prepared that they will respond differently to your goals. As such, you will need to use different influencing tactics to bring them all in line with your goals.

Broadly, people fall into 3 groups:- **Champions**, **Blockers** and **Floater**s



You should be able to group these types of people from the initial discussion. It is important to keep these categories to yourself as people may not take kindly to being categorised in this way.

Once you know where your potential blockers may be think about how the people you are trying to influence will respond best. Some people are excited and motivated by change or new systems while others value the logic and facts around an idea. How you influence them might also be dependent on their personality types (see Personality Types publication also available in this series). Some examples include:

- Demonstrations/examples of things that the employee finds particularly frustrating with the current system 'just imagine if there was a button'
- Financial implications- some people react best to the "pounds and pence"
- Time saving- wouldn't it be great if we could all finish on time and not have to work overtime to complete this task

