

Definition of Primary Influence Tactics

There are a variety of approaches one can use to attempt to influence others. We all have approaches that we are most comfortable with and often use them out of habit rather than consciously choosing the approach that is most likely to be successful. While some approaches may work well in general, knowing your target audience allows you to appeal to their individual way of problem solving. The optimal goal is to create “buy in,” which facilitates enthusiastic cooperation. Three common approaches are:

Rational Persuasion

A person uses logical arguments and factual evidence to persuade someone else that a proposal or request is the best option. This usually involves explaining the “pros” of the idea in an effort to logically convince them. Although this technique is popular, and can result in “buy in” or going along without objection, it can also lead to argument over different options.

Inspirational Appeal

A person makes a request or proposal and tries to interest the other party by appealing to their values, ideals, aspirations, or self-esteem. This approach usually involves assessing the other person’s needs and helping them see what is in it for them. This usually encourages strong “buy in.”

Consultation/ Collaboration

A person invites another person or group to participate in planning and enacting a strategy, activity or change that impacts the whole group. This involves brainstorming to generate options, and then evaluating the merits of the primary options as a group in an effort to achieve synergy and consensus. This usually leads to “buy in” or going along without a strong objection.

If you would like to explore and improve your managerial effectiveness, please contact Dr. Lazar at (619) 540-6038 or drjoel@joellazarphd.com .