



SKILLS – PSYCHOLOGY – SCIENCE

THE ART OF INFLUENCE

GET DECISION MAKERS TO “YES”

WITH DAVID LIEBERMAN, CO-FOUNDER, GRAVITY LEARNING
www.gravitylearning.com

WHICH IS BETTER:

POWER OR
INFLUENCE?

WHY?



WH



WHO DO YOU WANT TO INFLUENCE?

WHAT DO YOU WANT THEM TO DO?

STEPS TO INFLUENCE

1

BUILD THE
RELATIONSHIP

2

TAILOR THE
ASK TO YOUR
AUDIENCE

3

ASK FOR
THINGS IN A
SMART WAY

HOW TO BE AN INFLUENTIAL PERSON

STEP 1: BUILD THE RELATIONSHIP



SOCIAL PSYCHOLOGY

PROXIMITY PRINCIPLE

WE BUILD TRUST RELATIONSHIPS WITH PEOPLE WE'RE "CLOSE TO"

WE SAY "YES" TO PEOPLE WE TRUST

Source:
The Quarterly Journal of Economics
(2006)

ACTION PLAN

AN ACTION PLAN WITHOUT A WHO AND A WHEN IS JUST A WISH


WHAT INTENTIONAL STEPS WILL YOU TAKE TO GET
“CLOSER” TO THE PERSON YOU WANT TO INFLUENCE.

WHEN WILL YOU DO THAT?



WE ARE INFLUENCED BY
PEOPLE WE LIKE

SOURCE:
Journal of Applied Psychology (2002).

A man and a woman are standing outdoors in front of a modern building with a glass facade. The woman, on the left, is wearing a white blouse and has her hands clasped. The man, on the right, is wearing a dark suit and tie, and has his hands open in a gesture. Two speech bubbles are overlaid on the image, one pointing to the woman and one pointing to the man.

How are
you?

Here's something fun
or interesting that
happened to me
lately.

HOW TO BE AN INFLUENTIAL PERSON

STEP 2: TAILOR YOUR ASK TO YOUR AUDIENCE





GET AUDIENCE CENTRIC

3 TYPES OF EMOTIONAL DECIDERS



VISIONARY:

NEEDS “IMAGINE IF” STORIES



LOGIC:

NEEDS STEP-BY-STEP



DATA:

NEEDS NUMBERS AND RESEARCH

WHAT'S YOUR TAKEAWAY?

SOURCE:

Harvard University Collaboration with Miller-Williams Inc.,
Executive Decision-Making Styles (2002)

HOW TO BE AN INFLUENTIAL PERSON

STEP 3: ASK FOR THINGS IN A SMART WAY



WHAT DO PEOPLE NEED

TO SAY YES?

JUST "HEARING YOUR IDEA" ISN'T ENOUGH



ALWAYS
INCLUDE
A WHY

Source:
Journal of Personality and Social Psychology (1978)

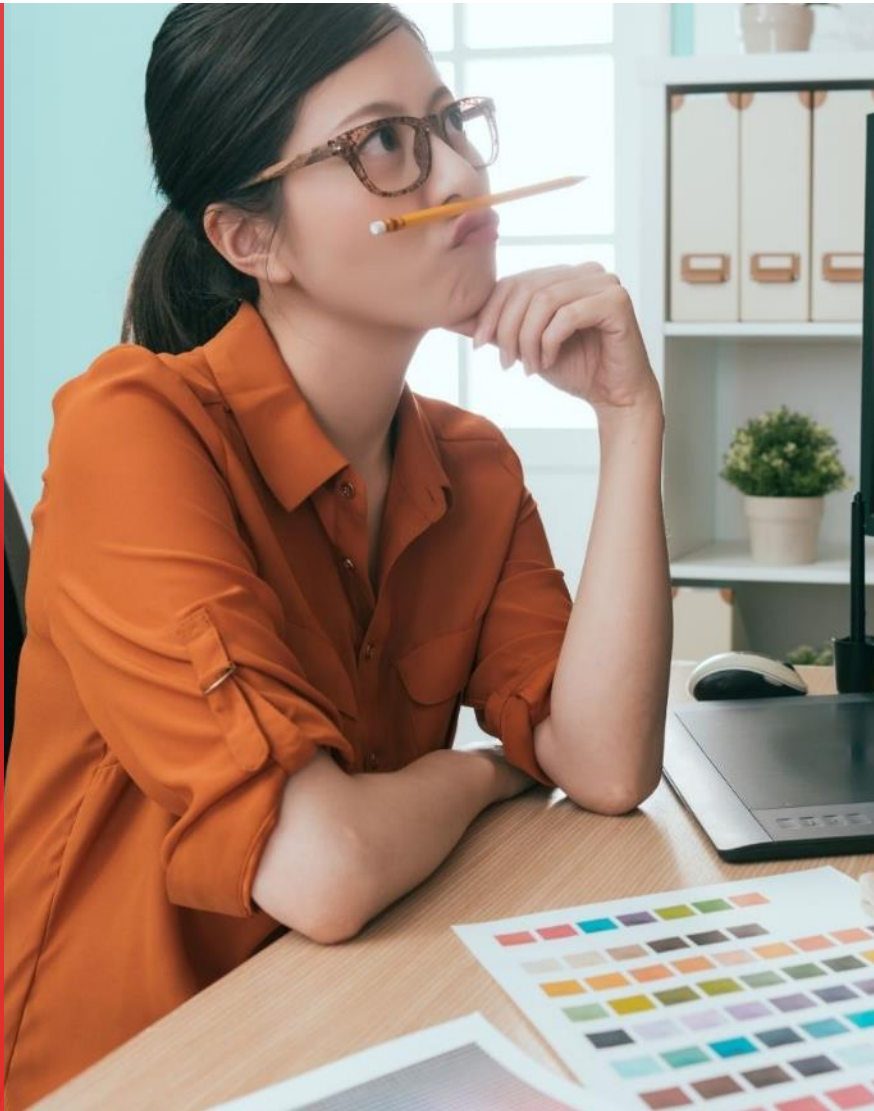


*How can this nickel
bring us closer?*

SOCIAL PSYCHOLOGY

RECIPROCITY

YOU GIVE TO ME
>> I GIVE TO YOU



TIE A STRING

VISIBLY GIVE

1

WHEN YOU SAY YES TO A REQUEST

2

MAKE A REQUEST

A woman with dark hair tied back, wearing glasses and an orange top, is shown in profile. She has a yellow pencil balanced on her chin and is resting her chin on her hand, looking thoughtfully out of a window. The background includes a white shelf with several binders and a small potted plant.

ARE YOU PREPARED?

WHAT COULD YOU ASK FOR WHEN THE MOMENT IS RIGHT?

A woman with voluminous, dark curly hair is shown from the chest up. She is wearing a light blue sweater and has her hands raised in a shrugging gesture, palms facing up. Her expression is one of uncertainty or resignation. The background is a bright, out-of-focus indoor setting with a window and some greenery.

HOW DO YOU SAY “NO”

AND REMAIN INFLUENTIAL?

HOW TO SAY “NO”

PEOPLE REMEMBER THE END OF INTERACTIONS

1

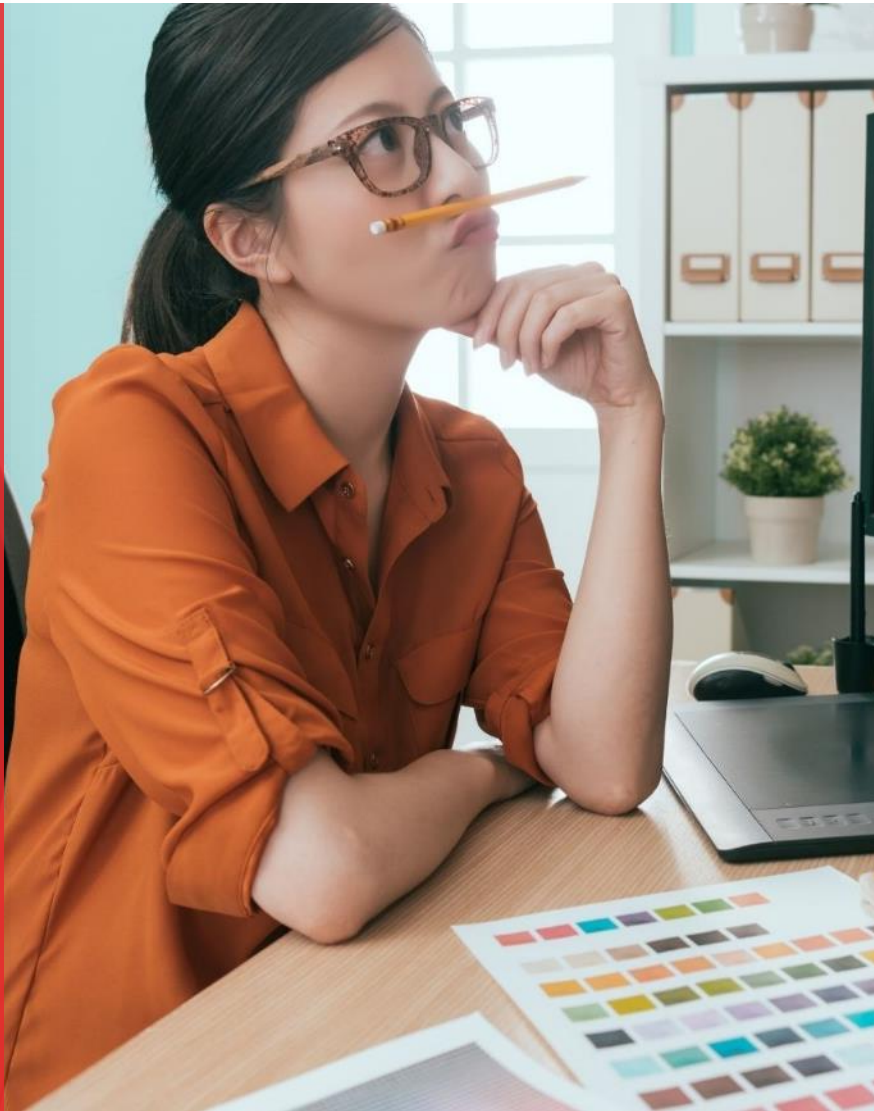
DON'T SAY “NO”, SAY REASONS

2

SAY SOMETHING “UNDERSTANDING”

3

SAY SOMETHING HELPFUL



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WHAT DID YOU LIKE THE MOST?

WHAT WILL BE MOST USEFUL?



**Together we can affect
and prove something
meaningful.**

