

THE ART OF INFLUENCE

THE 3 STEPS TO INFLUENCE

1. Build the relationship
2. Tailor the ask to your audience
3. Ask for things in a smart way

TIPS FOR A SUCCESSFUL ASK

Always include the “why”

The best time to ask for something is when you say yes to a request—or after you’ve given something

TAILOR YOUR ASK TO THE AUDIENCE

Visionary: Needs “imagine if” stories

Logic: Needs step-by-step

Data: Needs numbers and research

HOW TO SAY “NO”

1. Don’t say “no”. Say your reasons.
2. Say something understanding
3. Say something helpful

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