

3 immediate steps

you can take to persuade your boss, sway your organisation, convince your customers, strengthen your marriage; and connect with your kids

(in short, transform your level of influence in just about any critical relationship in business or at home - even if you're incredibly busy)

You know the 80/20 rule: 80% of results come from 20% of activities. If you apply the 80/20 rule to itself a couple of times, you find that **50% of your results come from 1% of activity**.

Well, growing your personal influence is definitely a “1% ” activity.

Just think: **what would it mean to increase your influence** and improve relationships with the **handful of critical people** in your life? Your boss or business partner, your biggest customer, your most promising prospect, your spouse, your kids.

The problem is that “growing influence” is a waffly, woolly term. How do we actually *do* it? This short guide will give you a simple way forward.

2. Size the gap

Now it's time to get clear about the shift you want to see with each person: **what is the current situation and what is the desired level of personal influence you seek?**

It's helpful to use the 3 Levels of Influence model. Where are you now and where do you want to get to?

1. *Trust & Rapport*. You have built solid foundations: you're liked, trusted, respected.
2. *Transaction*. You have demonstrated your relevance to the person's current situation and are now working together.
3. *Transformation*. You now have permission to speak into the other person's broader situation. You are trusted because they know you are genuinely on their side.

In general these layers stack on each other. First we achieve trust, then a transactional relationship, then - sometimes - a truly influential, transformational relationship.

People are complex, so sometimes relationships to develop "wobbly foundations" - but it's best to identify the most fundamental element that needs work. So if trust has fallen out of a transactional relationship, focus on trust rather than moving to transformational.

Use the table to capture the before and after states you want to achieve.

3. Transformation

"Speak into my situation"

2. Transaction

"Let's work together"

1. Trust & Rapport

"I like and respect you"

0. Trust & Rapport being established

Name	Current level	Desired level

3. Find the lever

The next step is to get crystal clear about what is holding you back from achieving the next level of influence with each person.

To attain Trust & Rapport, decide which elements are holding you back:

- **Character** - *do they trust your ethics?*
- **Chemistry** - *do they like your style?*
- **Competence** - *do they respect your abilities?*

To move from Trust to Transaction, consider your **relevance**: *can the other person see how you can solve one of their most important problems right now?*

To go from Transaction to Transformation and build true relational influence... are you prepared to open the door to a deeper relationship by making yourself **vulnerable** in some way for their sake? Of course, this is a risk - it might be rejected or even exploited. But if the other person reciprocates, then you've catapulted your influence into a new level.

Once you've identified the critical lever: Character, Chemistry, Competence, Relevance or Vulnerability, **write down one specific action you can take to develop this lever in the next 2-3 weeks.**

Now actually schedule it in your diary.



Name	Critical lever to focus on	Specific action to take to develop the critical lever

Congratulations!

If you've followed these simple steps you're now clear on:

- **The 3 most important relationships** to focus on right now
- **The desired change** you want to achieve with each person
- **The critical lever to focus on** – and a concrete action step to take with each person

Now it's time to prepare for the big challenge – execution.

- Have you actually **written down** your plan (the answers to the questions above)?
- Who is going to **encourage and coach** you until you achieve your desired levels of influence with these key people?
- How will you **keep yourself accountable** to the actions you've committed to?

One simple way to increase your level of focus and commitment is to drop me an email with the first names of your three people and the action steps you're committing to. I'll promise to follow up in a few weeks and see how you're doing. Email me at richard@xquadrant.com