



Influencing the C-Suite

On Friday, September 22, NIRI Los Angeles welcomed Connie Dieken, the founder of *Influence 360°*, for a fascinating discussion about how to convince even the most difficult people.

Based on 17 years of sociological research, *Influence 360°* is scientifically valid assessment tool that can help you achieve your goals in work and life.

Connie broke down the reasons how and why we gain and lose influence, and offered advice about how we can better influence decisions through our executives, peers, coworkers, analysts and investors.

Connie shared *The Influence Equation*[®]: the three habits that the study revealed lead to lasting influence. A natural introvert herself, Connie explained that many of us think we are influencing people when, instead we may be persuading. Persuading is ineffective, inefficient, and exhausting, Connie explained, because it's merely short-term.

A simple write-up cannot do the presentation justice, so we recommend you watch Connie in action here: <http://speaking.conniedieken.com/#video-reel>. But here are a few key takeaways:

The Influence Equation: Connect, Convey, Convince[®]

Stage One: Connect

- Most influence is lost because of a failure to identify the big picture
- Begin by linking your ideal outcome to a specific value that will drive their decision
- Stay in their moment—pinpoint and listen for specific resistance and knowledge gaps

Stage Two: Convey

- Simplify to amplify: don't flood with too much information
- The eyes trump the ears: use purposeful visuals instead of mere words
- Talk in triplets: three is the most influential number

Stage Three: Convince

- You don't convince anyone—they convince themselves

- Transfer ownership to challenging people so they feel they came to the decision on their own.
- Lay out clear options—don't box them in.

You can take the assessment for free at <http://Influence360.com>

