

# **THE SECRETS OF SUCCESS**



**The Secrets to Being Highly Influential**



## What We Covered Last Month:



- Success and Wealth Are Created Through Ideas - not hard work.
- Everything That's Ever Been Created Started as an Idea.
- Scientists/Inventors "Tune" Into Great New Ideas/Inventions.
- Your Mind is Capable of Tapping Into Unlimited Creativity.
- 10 Ways to Access Your Creative Inner Genius.
- How to be 10 Times More Productive While Reducing Stress.
- How to Maintain Clarity Every Day.
- A Daily Success Planner to Achieve Any Goal 10 Times Faster.
- How to Block Time for Massive, Radical Productivity.
- How to Win Back Time – even if you think you have none.
- The Powerful "One Thing" Focussing Question.

**The Secrets to Being Highly Influential**



## What You Will Learn Today:



- Influence is NOT the Same As Manipulation.
- How to Become a Person of Great Influence.
- How to Get Ahead Faster Using the Power of Influence.
- How to Get Greater Support from Others.
- How to Deepen Your Friendships and Relationships.
- How to Communicate More Effectively.
- How to Gain More Respect from Others.
- How to Gain More Trust from Others.

# The Secrets to Being Highly Influential



# The Power of Influence Creates Change



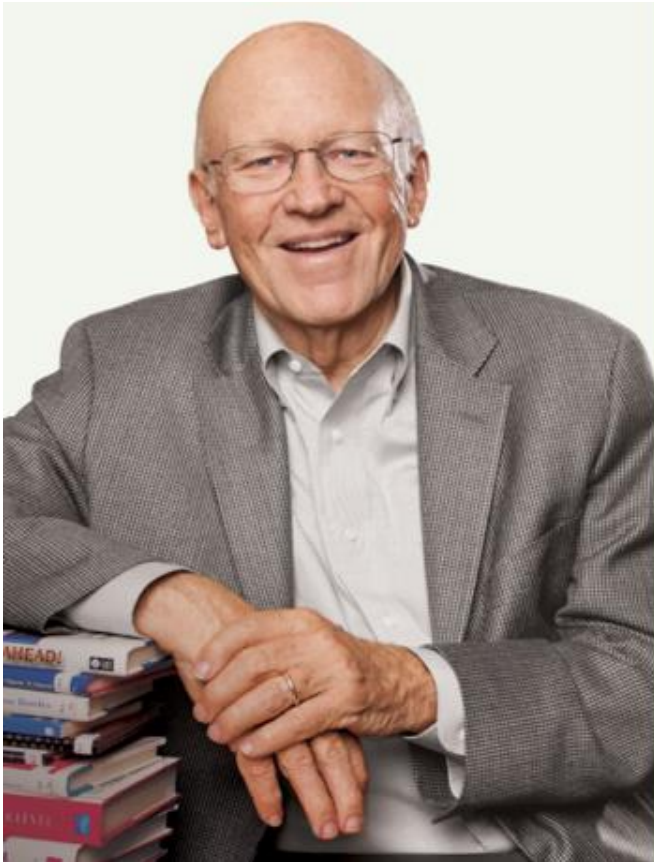
*“Think twice before you speak, because your words and influence will plant the seed of either success or failure in the mind of another.”*

*- Napoleon Hill*

**How to Have Greater Influence Over Everyone**



# The Power of Influence Creates Change



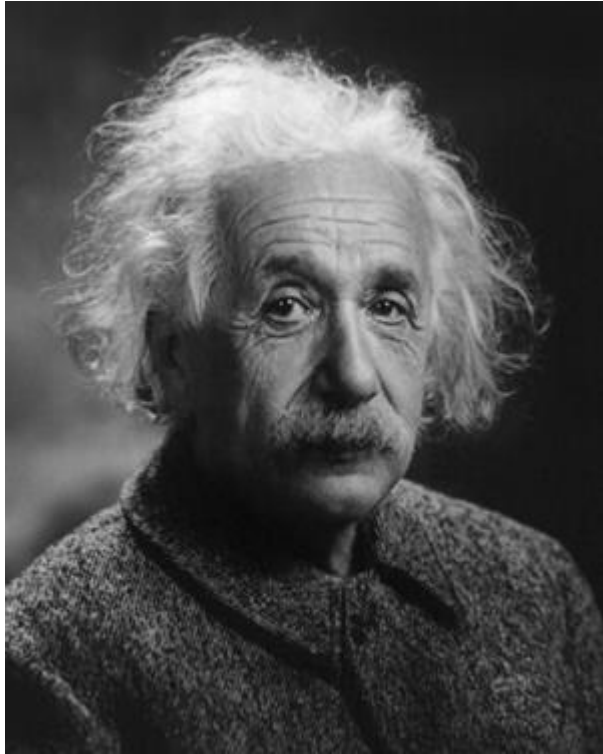
*“The key to successful leadership today is influence, not authority.”*

*- Ken Blanchard*

**How to Have Greater Influence Over Everyone**



# Your World Changes – only when you change



**Albert Einstein:**

**The Definition of Insanity:** *“doing the same thing over and over again and expecting different results”*

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# The Greatest Influence We Have is Over Ourselves



## When We Change:

- Our Environment Reflects That Change.
  - Other People Start to Change.
  - We Can Get What We Want Far More Easily.
  - We Have Far Greater Influence Over Others.
- EG: My Experience of Being Bullied at Work.

**How to Have Greater Influence Over Everyone**



# To Have Great Ability to Influence - we need to know what we want



## Long-Term Effects of Lack of Clarity:

- Low on Energy and Enthusiasm
- Energy is Scattered/Fragmented
- Your Life Can Drift
- You Are Prone to Complaint
- Can Often be Unsuccessful
- Achieve a Far Less Happy Life
- Less Growth - by Avoiding Challenging Situations
- Experience a Life of Mediocrity
- Always Settle for Second Best
- Have Very Little Influence – over others

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# What Happens for People Who Have Lots of Clarity?

## Long-Term Effects of Having Great Clarity:

- Far More Energy, Enthusiasm, Aliveness and Joy
- Your Energy is Focussed With Forward Momentum
- You Will Be Far More Successful
- Allows You to Achieve Your Life's True Purpose
- You Will Have a Far More Fulfilling Life
- Experience Personal Growth + Develop New Skills
- You Experience the Best Life Has to Offer
- You Will Be Able to Powerfully Influence Others



**Having More Clarity Can Change Your Life** - when you're clear on your goals AND your life's purpose, you can achieve anything!

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# Powerful Examples of Influence in Society – negative influence



## Hitler Had Massive Ability to Influence Others:

- He was selfish, impulsive and lacking in self-control.
- Had a strong desire for power from a young age.
- Got satisfaction from manipulating others.
- Had complete power and influence over the people of Germany.

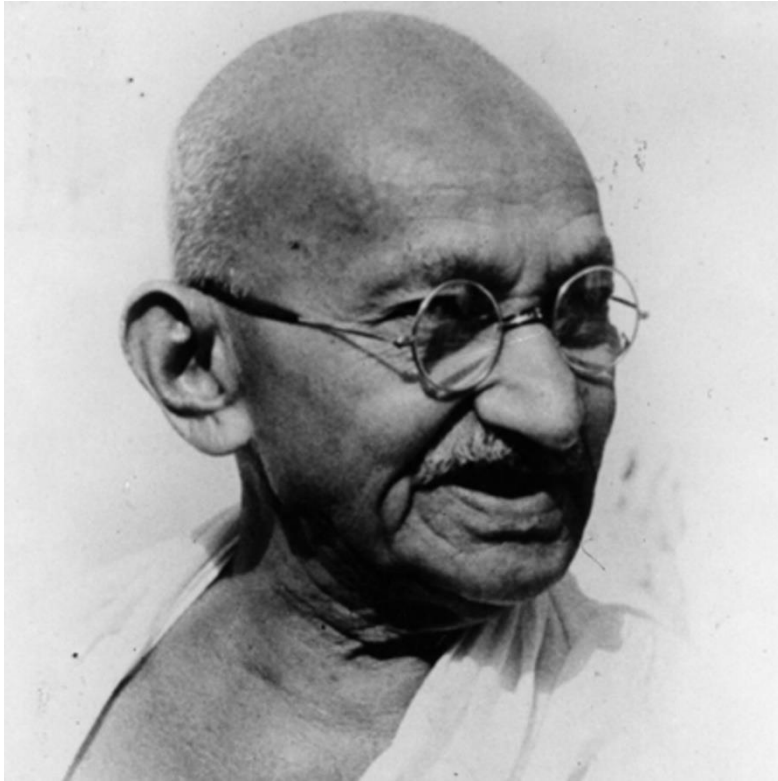
## He Was Able to Do This Because:

- He was a master at playing on people's emotions and desires.
- Knew how to communicate to invoke a strong response.
- He built upon existing negative ideas that people already had.
- Intensified those ideas until they wanted to act.
- Controlled people through fear, exaggeration and lies.
- Charismatic and flattered people he wanted to control.
- Befriended movie directors to get more publicity and social proof.
- Anyone who questioned or disobeyed his orders were punished.

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# Powerful Examples of Influence in Society – positive influence



**Mahatma Gandhi Had Massive Ability to Influence Others:**  
He proved that one man has the power to take on an entire empire, using both ethics and intelligence.

- Visited countless poor communities and listened to their struggles.
- Made people feel valued and appreciated.
- Helped improve communities and build schools and hospitals.
- Arrested and jailed for unrest - but talked his way out of jail!
- Nicknamed "Bapu" which means father.
- Arrested and imprisoned several more times.
- Hugely influential without ever forcing anyone to do anything.

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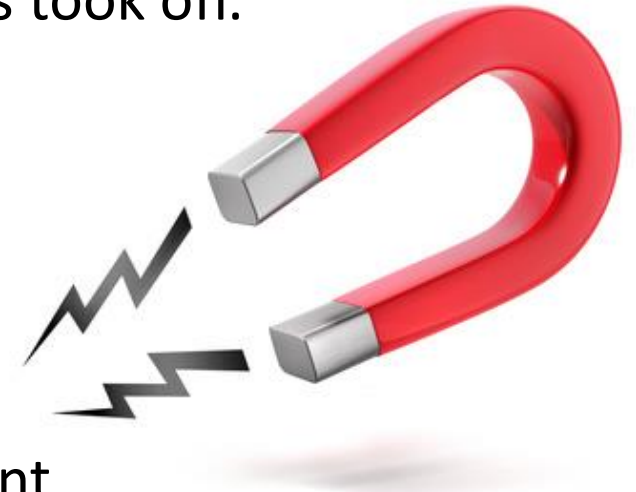
# My Own Experiences of Influence – and lack of influence

## When I Was Young:

- I had very little ability to influence people and experienced plenty of lack as a result.
- When I developed more ability to influence people my business took off.

## I Did This By:

- Developing Greater Clarity and More Self-Confidence.
- Giving a Voice to All Our Staff – enabling them to feel heard.
- Allowing Staff and Clients to Feel Valued and Appreciated.
- Helping Employees Feel They Were Part of Something Important.
- Enabling Each Employee to Discover Their Own Resourcefulness  
- by not immediately jumping in to fix every problem.
- Getting Others to "buy into" My Vision.



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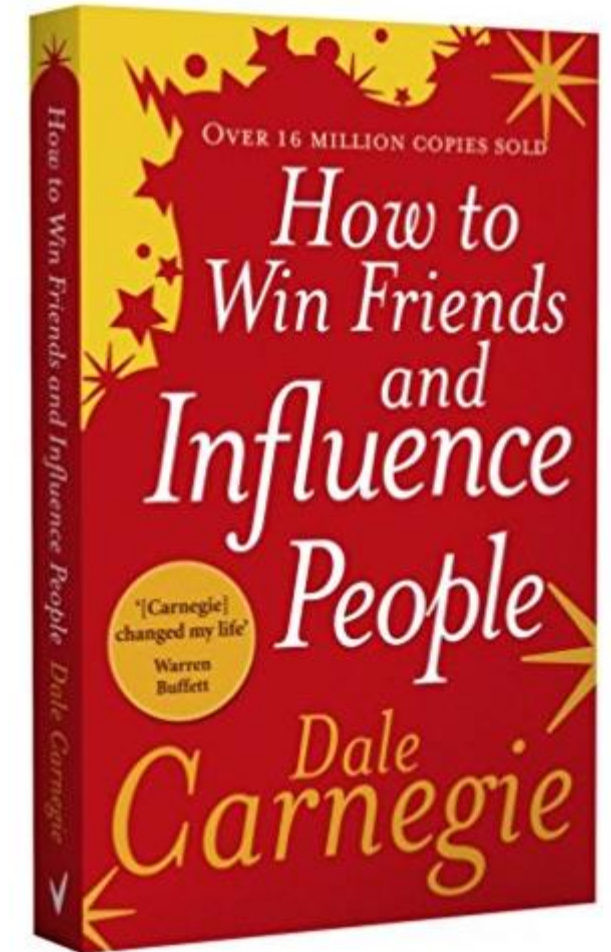




# How to Win Friends and Influence People – a summary

## How To Make Yourself Likeable:

- ✓ Smile.
- ✓ Remember the Names of Others.
- ✓ Become Genuinely Interested in Other People.
- ✓ Be a Good Listener - encourage others to talk about themselves.
- ✓ People Crave Appreciation - so shower them with it.
- ✓ Talk About What's Important to Them - their interests.
- ✓ Make the Other Person Feel Important – and do it sincerely.
- ✓ Avoid Arguments.
- ✓ Never Criticise Others - as this will not help you get your way.



How to Have Greater Influence Over Everyone

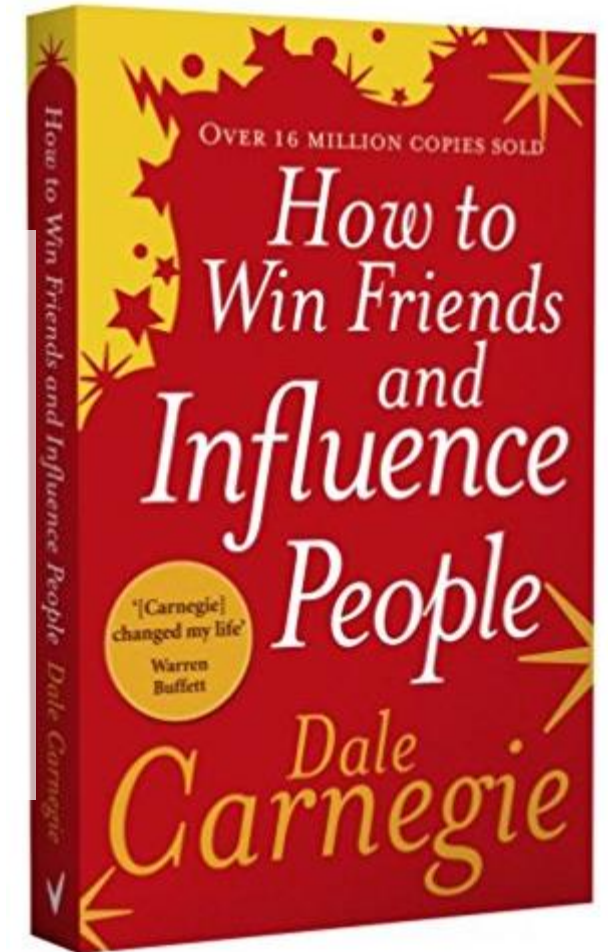




# How to Win Friends and Influence People – a summary

## If You Want Someone to Change:

- ✓ Be Lavish and Generous - with your praise and appreciation.
- ✓ Praise the Slightest Improvement - and praise every improvement.
- ✓ Admit Your Own Mistakes – openly and freely.
- ✓ Talk About Your Own Mistakes - before criticising the other person.
- ✓ Ask Questions - instead of giving direct orders.
- ✓ Let the Other Person Save Face.
- ✓ Arouse in the Other Person - an eager desire.



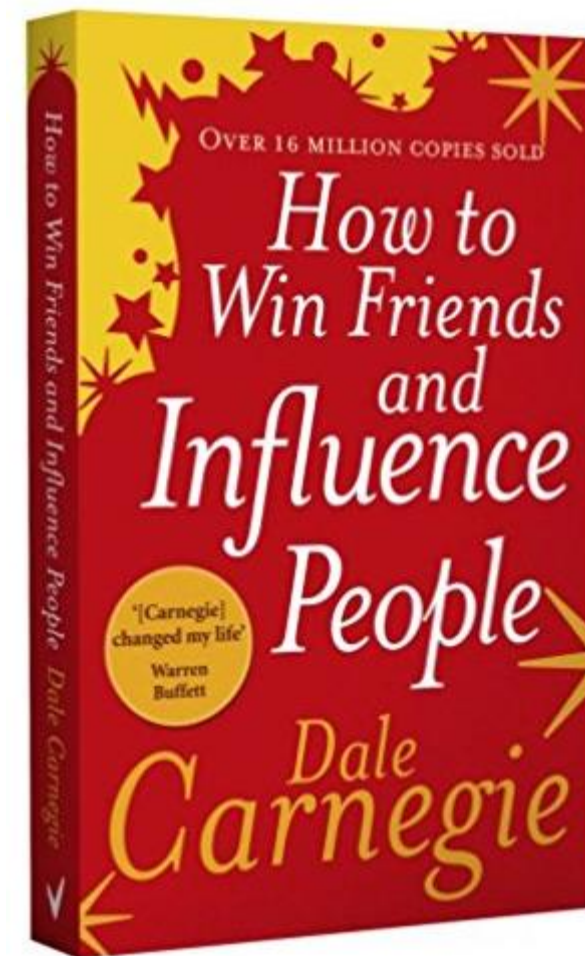
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# How to Win Friends and Influence People – a summary

## How to Win People to Your Way of Thinking:

- ✓ Avoid All Arguments.
- ✓ Respect the Other Person's Opinions - never say, "you're wrong."
- ✓ If You Are Wrong - admit it quickly and emphatically.
- ✓ Begin in a Friendly Way.
- ✓ Get the Other Person - saying "yes, yes" immediately.
- ✓ Let the Other Person Do a Great Deal of the Talking.
- ✓ Let the Other Person Feel That the Idea is His or Hers.
- ✓ Try Honestly to See Things - from the other person's point of view.
- ✓ Be Sympathetic - with the other person's ideas and desires.
- ✓ Appeal to the Nobler Motives.
- ✓ Dramatize Your Ideas – make them exciting.
- ✓ Throw Down a Challenge.



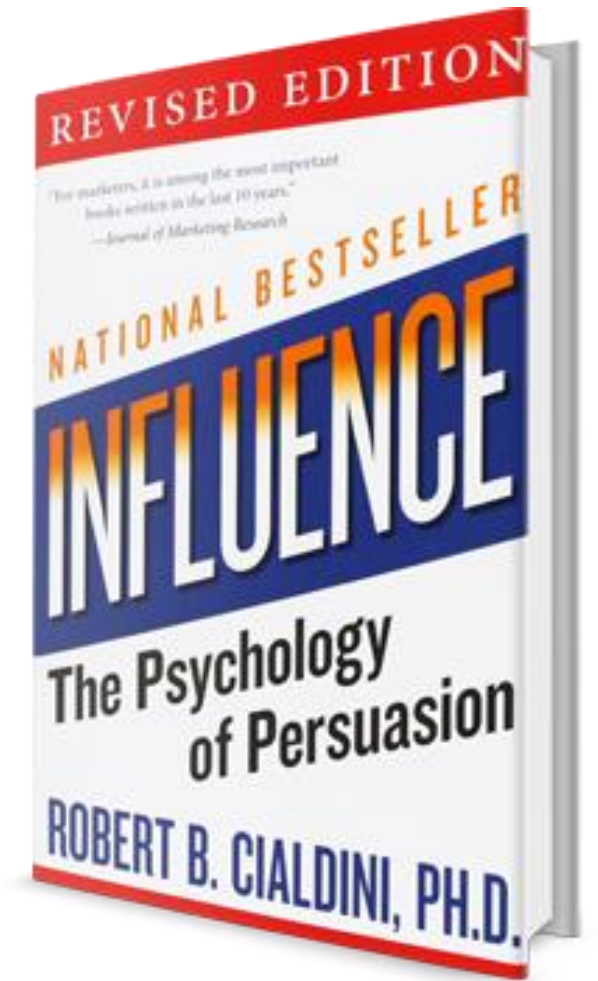
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# Influence: The Psychology of Persuasion – a summary

## Cialdini Identified 7 “Weapons of Influence”:

These are sales techniques that are able to trigger an almost mindless compliance from people due to their alignment with psychological vulnerabilities that most of us share.



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# Cialdini's 7 Most Powerful Elements of Influence:

## 1. Reciprocity

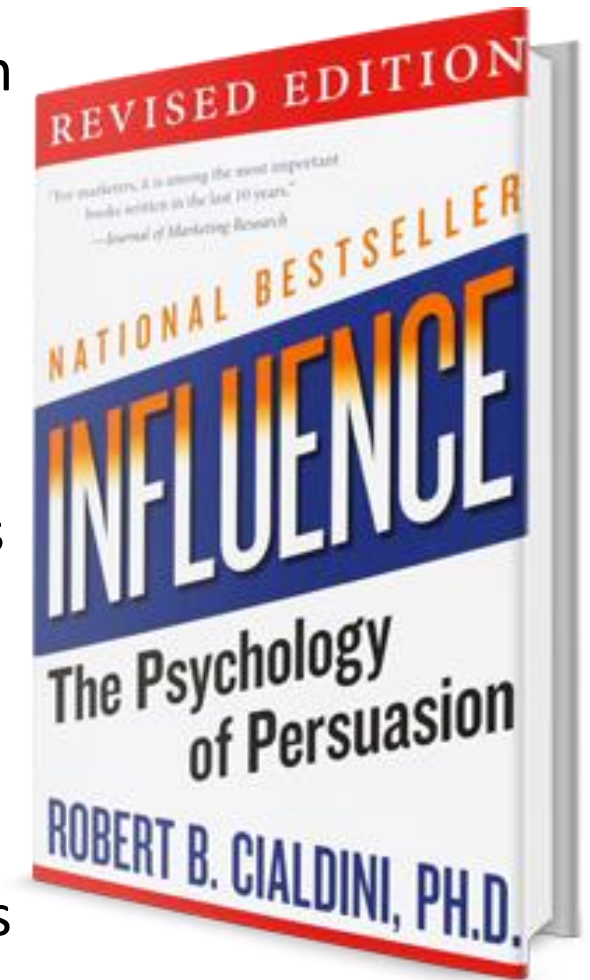
- If you give something of value to someone for free then that person will feel the full weight of reciprocity.

## 2. Commitment & Consistency

- We are influenced by people who keep their word and are consistent in their behaviours.
- If someone is always late to meetings or often cancels appointments you will see them as unreliable and you won't be able to trust them. Therefore they will have very little influence over you.

## 3. Social Proof

- We look to those similar to us to gauge our potential and capabilities (eg: Amazon reviews and recommendations from friends).



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# Cialdini's 7 Most Powerful Elements of Influence:

## 4. Liking

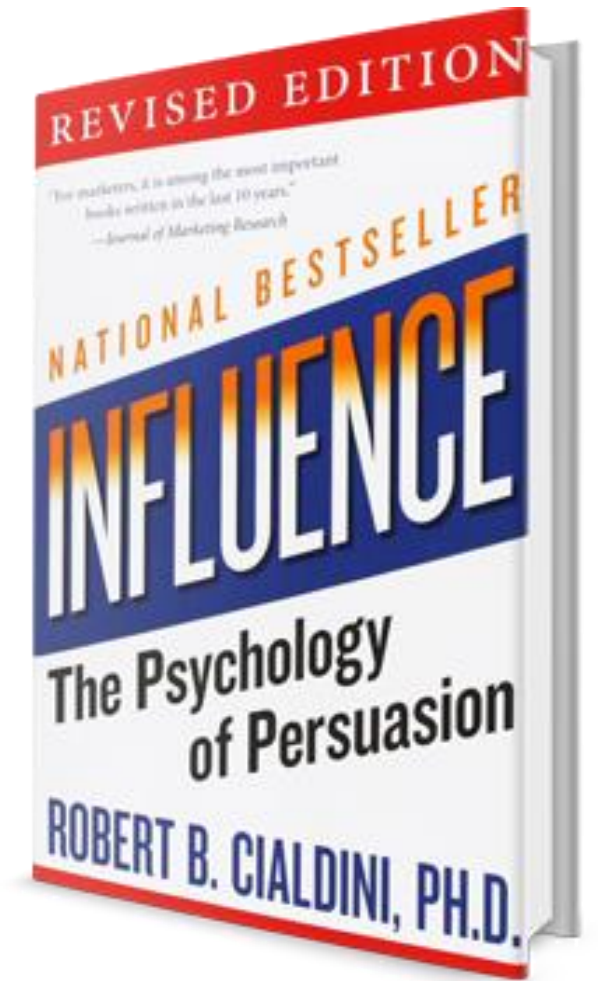
- People buy from people they know, like and trust.

If someone likes and trusts you then they are more likely to assume you are trustworthy and consistent.

## 5. Authority

- Our brain is hard wired to respect authority - experts, police, doctors, lawyers, celebrities.

This ability of perceived "authority" can make ordinary people do terrible things (eg Germany under the influence of the Nazis).



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# Cialdini's 7 Most Powerful Elements of Influence:

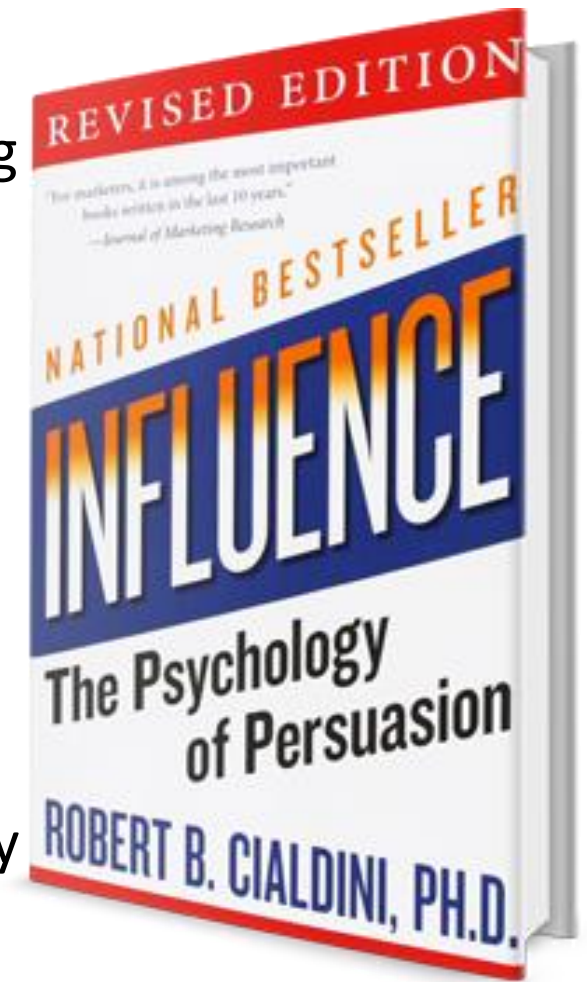
## 6. Scarcity

- People are much more invested in not losing something than they are in gaining that very same thing....Anything that is rare or running out is perceived as having much higher value.

## 7. Perceptual Contrast

- If we see two things in sequence that are different from one another, we will tend to see the second one as more different from the first than it actually is.

For example, a realtor or car salesman might show us something overpriced and in poor condition before showing us the one they really want us to buy. By contrast, the second one looks like a great deal and we want it more.



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Brendon Burchard – Founder of High Performance Institute

***“High Performance means excelling and succeeding above and beyond standard norms consistently over the long-term”***

## High Performance Habits:

- High Performance vs Peak Performance.
- Have Greater Energy, Fulfilment, Aliveness and Joy.
- Master Productivity and Time Management.
- Master Your Physiology and Boost Your Energy.
- Techniques to Reduce Stress and Burnout.
- Energisation Breaks - every 60 to 90 minutes.
- Be More Effective and Influential.
- Achieve Your Goals Faster and Be More Successful.

# High Performance Coaching – Influence Questions



1. What does influence mean to you?
2. Describe the most influential person in your life, and why they were so influential?
3. When was a time that you have felt influential in a personal or professional relationship?
4. What do you believe gave you that amount of influence? What was that relationship like?
5. Where do you wish you had more influence in your life right now?
6. What do you think you could do to increase your influence in that area?
7. If you could be an even better role model for someone right now, who would that be and what would you do for them?

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# High Performance Coaching – The Influence Model

The world's most influential people have three things in common in the way they influence both individuals and the masses:

- 1) They Teach Us How to Think
- 2) They Challenge Us
- 3) They Role Model the Way

## 1. The World's Most Influential People - Teach Us How to Think:

Did you ever read think and grow rich? It's one of the bestselling books of all time. Why? One reason is that it teaches people how to think. Martin Luther King Jr. taught us how to think, so did Mother Teresa and Gandhi, so I imagine did your parents. Great leaders and influencers are very conscious in sharing with others how they might think about a given topic, and its articulation of how to think about problems and opportunities that make us follow, believe, and admire them.

# The Secrets to Being Highly Influential



# High Performance Coaching – The Influence Model

## Think of a Person or Group You Are Trying to Influence:

- I could influence this person or group if I could get them to think in the following way.....
- The way I could get them to begin thinking this way is to .....
- To get them to think this way, they'd have to believe .....
- To get them to stop thinking in competing ways, they'd have to believe .....
- The benefits they would get by thinking this way are .....

## 2. The World's Most Influential People - **Challenge Us:**

When someone challenges us they influence us. Nothing mobilises our attention and best energies better than a challenge that demands us to stretch our knowledge, skills, and abilities in order to meet those demands.

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## Think of a Person or Group You Are Trying to Influence:

- A challenge I could issue to this person or group to give them an exciting vision of the future would be.....
- This is a challenge for people to raise up because it demands they .....
- This challenge is good for them and others because it .....
- The way I'm going to communicate this challenge to them is to .....

## 3. The World's Most Influential People - **Role Model the Way:**

We don't believe the message if we don't believe the messenger. Who you are, how you show up in life, the actions you take, and the values and principles you enact are closely watched by the world.

# High Performance Coaching – The Influence Model

## Think of a Person or Group You Are Trying to Influence:

- If I'm going to be more influential with this person or group, they would need to believe I am a person who.....
- The best parts of who I am that I will have to show and demonstrate to them are.....
- The reasons I'm willing to become a better person in order to serve this person or these people are.....

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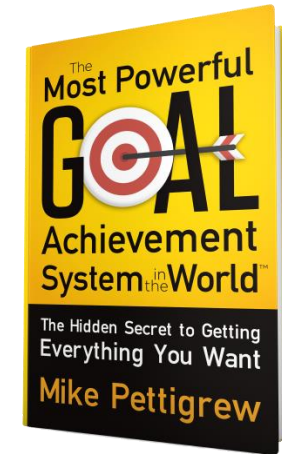
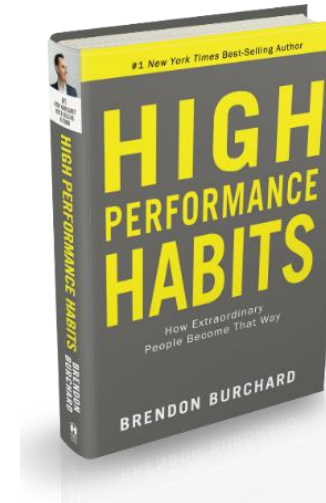
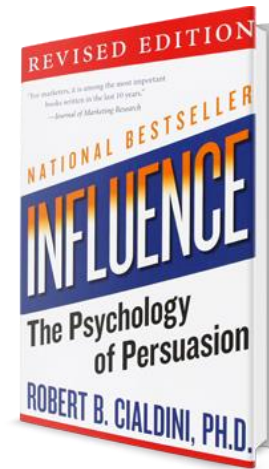
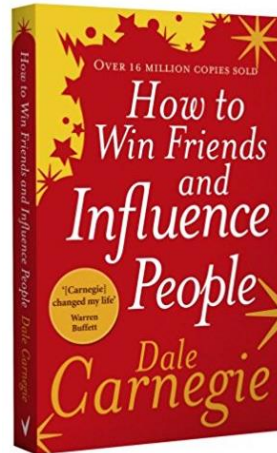
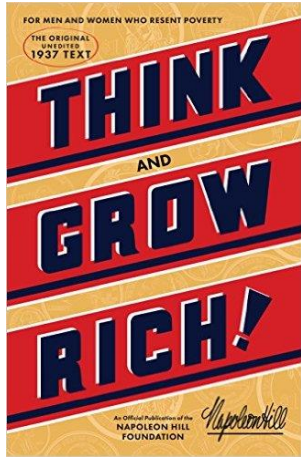




- How to Become a Person of Great Influence.
- How to Get Ahead Faster Using the Power of Influence
- How to Get Greater Support from Others.
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# Recommended Resources



- **Think And Grow Rich:** Napoleon Hill
- **How to Win Friends and Influence People:** Dale Carnegie
- **Influence:** Dr Robert B. Cialdini
- **High Performance Habits:** Brendon Burchard
- **The Most Powerful Goal Achievement System in the World:** Mike Pettigrew

## The Secrets to Being Highly Influential





**Over to You...**



# Questions & Answers

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