

The power of influence



Jenny Nabben

Your ability to influence those around you is crucial for communicators.

Influential people have tools that make them great communicators - they know how to tell compelling stories, how to listen with deep attention and how to tune in to others so they can adjust their own communication style.

Being able to influence others by gently convincing and persuading them to make changes can make the difference between getting things done, sparking changes and motivating people. By understanding and applying

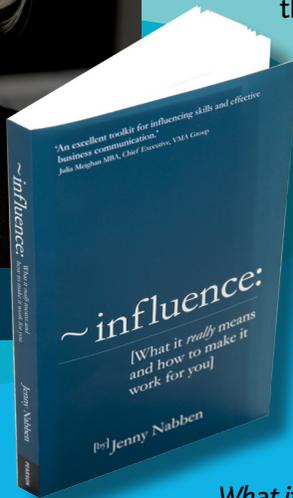
emotional intelligence and the latest findings in neuroscience, it is a skill that can be learned and developed.

Whether we are speaking for ourselves or putting words into the mouths of those around us, especially those at senior level, what and how people communicate can make the difference between getting a message across in a way that engages and influences the audience, whether it is just one person, a team, or the entire corporation. This is especially true when communicating negative messages, or big changes.

InsideOut asked Jenny Nabben, author of *Influence:*

What it really means and how to make it work for you (Pearson), for five tips for communicators on how to become more persuasive, compelling and powerful.

A former employee engagement consultant for the World Food Programme and senior comms roles for Coca-Cola, HSBC, and Lloyds General Insurance, Jenny now runs **Nabben Communications**. 🇬🇧



UNDERSTAND PERSONALITY TYPES

People see and react to the world in very different ways, we're not all the same, when you can tune into a particular personality type you can communicate appropriately. Discover whether the people you are communicating with are "big picture" people and only need outlines and bullet points or whether they are detail orientated and need more information to understand what they are being told.

USE STORIES AND METAPHORS TO GET YOUR MESSAGE ACROSS

Studies have shown that our brains shut down when given endless facts and figures and we're more likely to challenge facts and data but will "accept" the truth of narrative. Emotional stories are sticky and help us retain and recall messages.

USE EMOTION

People are either motivated to avoid pain or seek pleasure. Tailoring a message accordingly will impact on the way you influence your audience and the reception of your message. Remember, emotions always drive decisions, numerous studies have shown that sensory specific language and visual images elicit emotions and can be powerful tools of influence.

LEARN TO LISTEN

Truly hearing what someone is saying is a highly underrated skill. Learning to listen deeply and incorporating it into your daily practice will have a radical impact on how you work and the influence you are able to exert. It is a skill that few have, but it can be learned.

MIND YOUR LANGUAGE

The type of words we use, the tonality and the impact of carefully chosen words can make all the difference. Lose corporate jargon. Nothing is more intimidating for new staff members than 'inside' phrases, it's alienating and exclusive.