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Influence Insights & Small BIG Follow-Up Actions

Influence Insights

The traditional approaches we rely on to persuade others – such as informing or incentivising people to change – are often becoming increasingly ineffective

In today's information overloaded world successful influence is increasingly governed by context rather than cognition

Practically all of the approaches, strategies, and techniques that have been scientifically proven to persuade others leverage one of only three fundamental human motivations.

These motivations are

- the need to make accurate decisions as efficiently as possible;
- the need to gain the approval of and affiliate with others;
- the need to see oneself in a favourable light

As a result, any small change that unlocks one or more of these core motivations can, by definition, make a BIG difference to your influence success.

small BIG Follow-Up Actions

Always present a comparison before presenting your proposal.

Seek to humanize electronic communications

Use 'identity comparable' others that are already making choices that you wish to encourage in your influence targets

People want to live up to their commitments and self-ascribed traits – so ensure their commitments to you are effortful and made public

Increase the likelihood that people will live up to their commitments by helping them create 'implementation intentions'

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Find out more about Steve Martin & INFLUENCE AT WORK
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