

USING INFLUENCING STYLES AT WORK

Influencing styles are distinct approaches people use to sway others' thoughts, actions or decisions.

Widely recognized frameworks categorize these into five basic styles. To apply influencing styles effectively at work:

- ▶ Observe and listen to your coworkers to understand their preferences and concerns;
- ▶ Try out the appropriate influencing style for the situation;
- ▶ Adjust your approach as needed.

RATIONALIZING



WHAT: Using logic, reasoning, and data to make a case

WHEN: When someone needs proof and clear reasoning

HOW: Showing a co-worker how using a software tool will help the team complete a task in less time and with greater accuracy.

ASSERTING



WHAT: Using confidence, authority, and boundaries to push for an outcome or insist ideas are heard

WHEN: When safety, deadlines, or compliance require an urgent response

HOW: A manager stating firmly during an emergency, "We have to implement this safety protocol immediately; there is no room to debate the procedure right now."

NEGOTIATING



WHAT: Seeking middle ground, offering compromises, and trading concessions to reach a win-win agreement

WHEN: When working with people who have competing priorities or divergent interests

HOW: Saying to a co-worker, "If you can help finish the budget report by Tuesday, I'll handle your Friday presentation."

INSPIRING



WHAT: Motivating others through shared vision, enthusiasm, and emotion

WHEN: When trying to encourage teams during periods of change or new projects

HOW: Rallying a team before a product launch by painting an exciting picture of how the new tool will change customers' experiences for the better.

BRIDGING



WHAT: Building coalitions, using empathy, and relying on trust or collaboration to unite people and obtain buy-in

WHEN: When you lack direct authority

HOW: Reaching out to a department head, listening to specific workflow concerns, and finding a solution that respects both teams' needs.