

The Most Powerful

Broadcast Starting Soon...



**Achievement System
in the World**



How to Have Greater Influence Over Everyone

with Mike Pettigrew

What We Covered Last Month:



How to be 10 Times More Creative and Productive:

- The Money Making Power of Your Own Ideas.
- The Easy Way to Start Thinking Like a Genius.
- How to Tap Into an Unlimited Reservoir of Creativity.
- 9 Ways to Powerfully Stimulate Your Creative Flow.
- How to Boost Your Energy and Combat Stress.
- 10 Questions to Make You Twice As Productive.

How to Have Greater Influence Over Everyone



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.

REMINDER: Do The Exercises!

- ❖ Don't just watch these live trainings like TV.
- ❖ Do the exercises and they will change your life!

How to Have Greater Influence Over Everyone



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



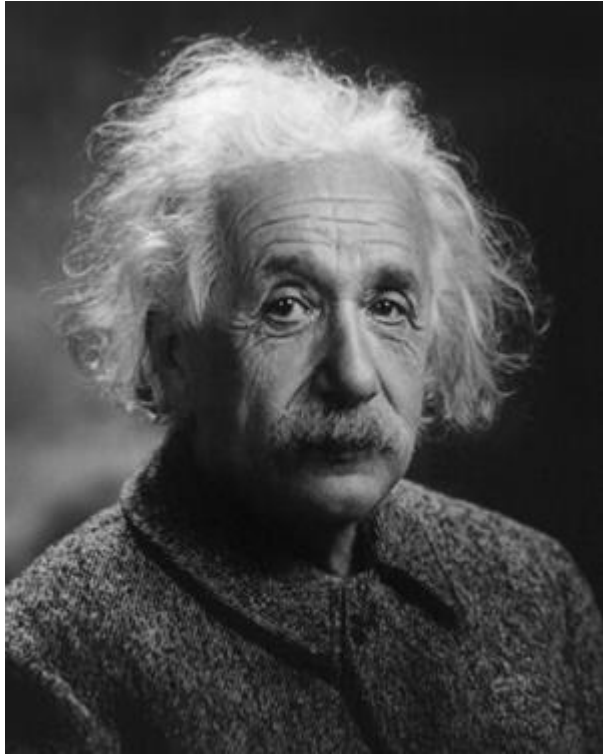
“The key to successful leadership today is influence, not authority.”

- 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”*

How to Have Greater Influence Over Everyone



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



How to Have Greater Influence Over Everyone



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!

How to Have Greater Influence Over Everyone



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 influencing others.
- Had complete power and influence over the people of Germany.

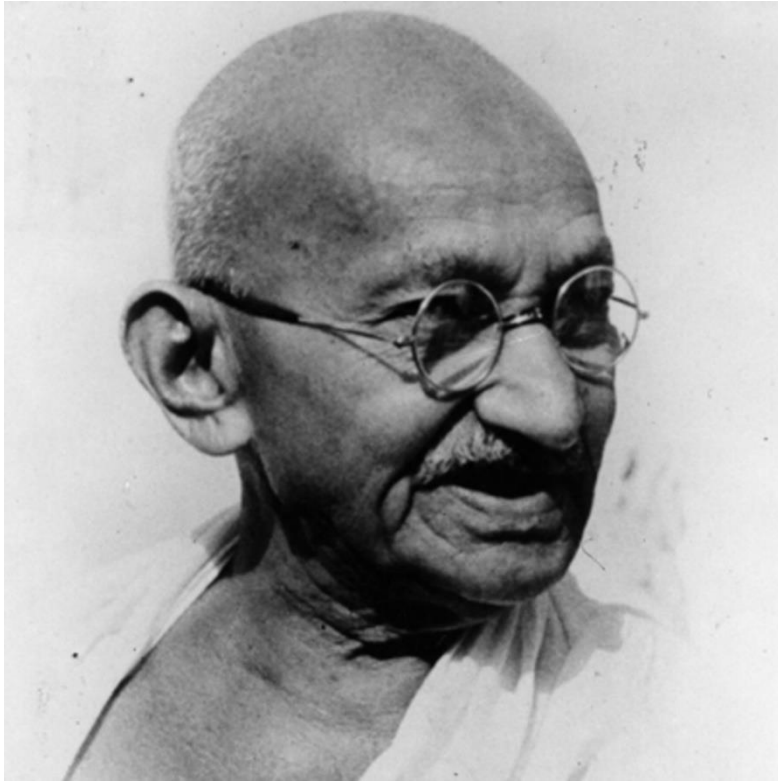
He Was Able to Do This Because:

- 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.

How to Have Greater Influence Over Everyone



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.

How to Have Greater Influence Over Everyone



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.



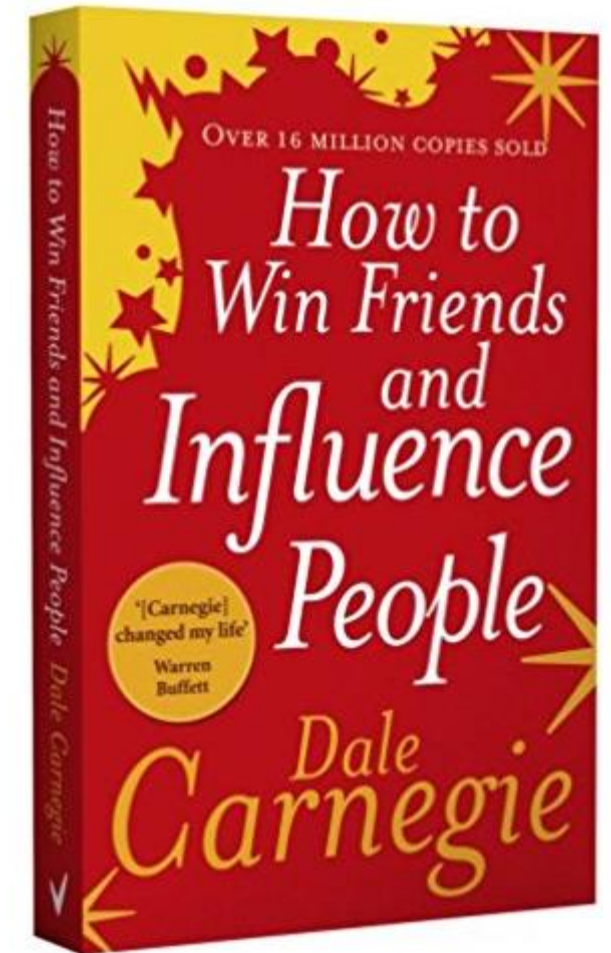
How to Have Greater Influence Over Everyone



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.



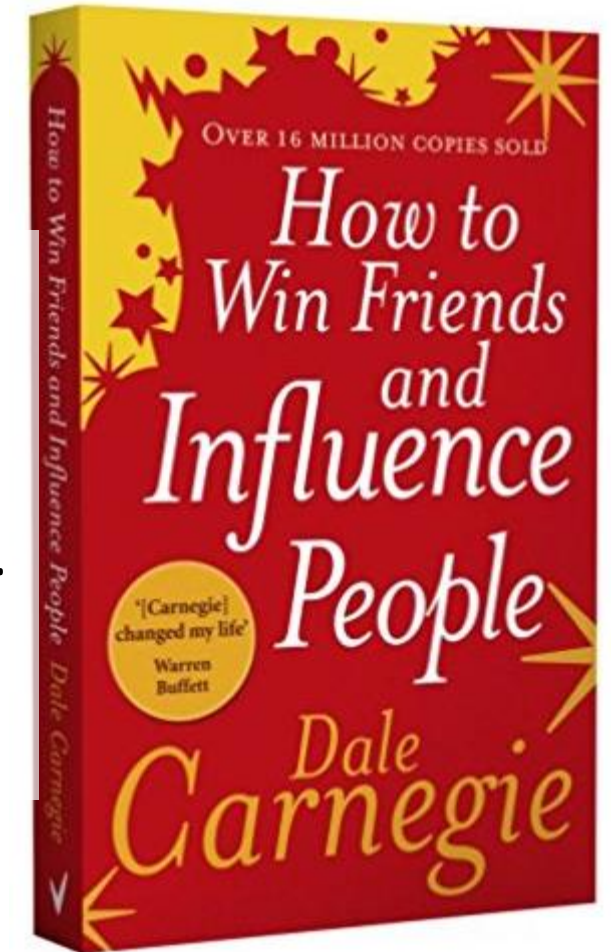
How to Have Greater Influence Over Everyone



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.



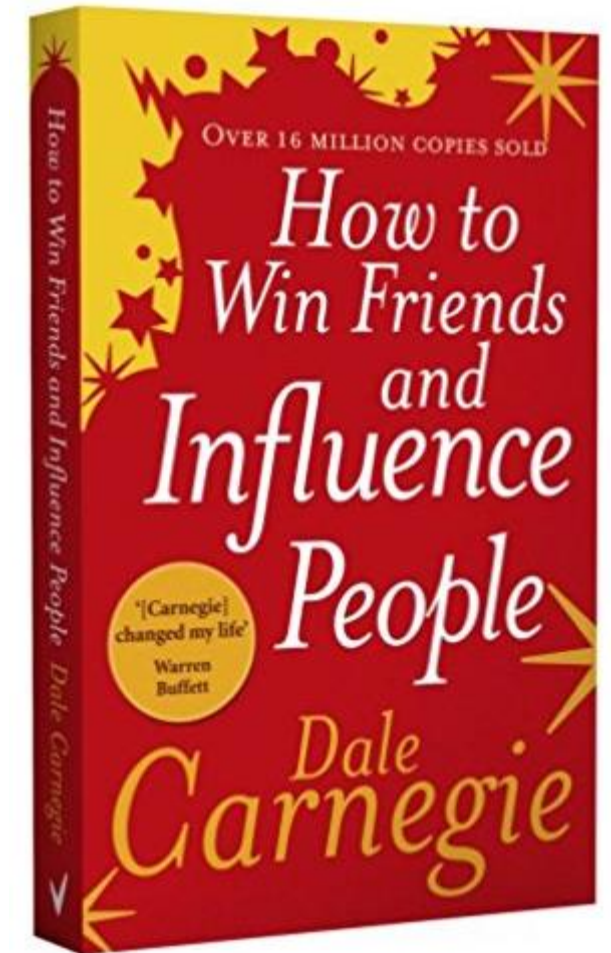
How to Have Greater Influence Over Everyone



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.



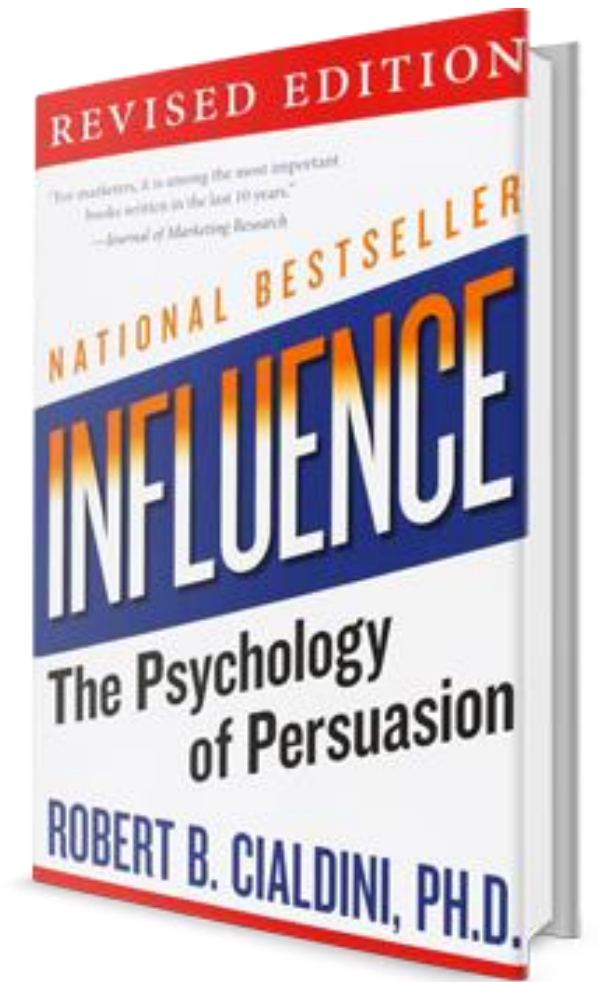
How to Have Greater Influence Over Everyone



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.



How to Have Greater Influence Over Everyone



Cialdini's 7 Most Powerful Elements of Influence:

1. Reciprocity

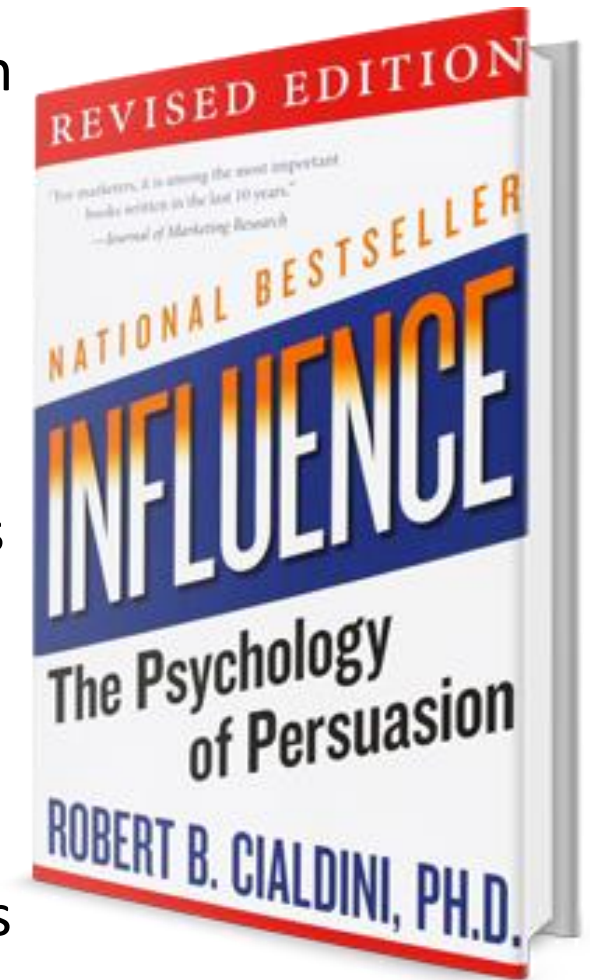
- If you give something of value to someone for free then that person will feel the full weight of reciprocity.

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).



How to Have Greater Influence Over Everyone



Cialdini's 7 Most Powerful Elements of Influence:

4. Liking

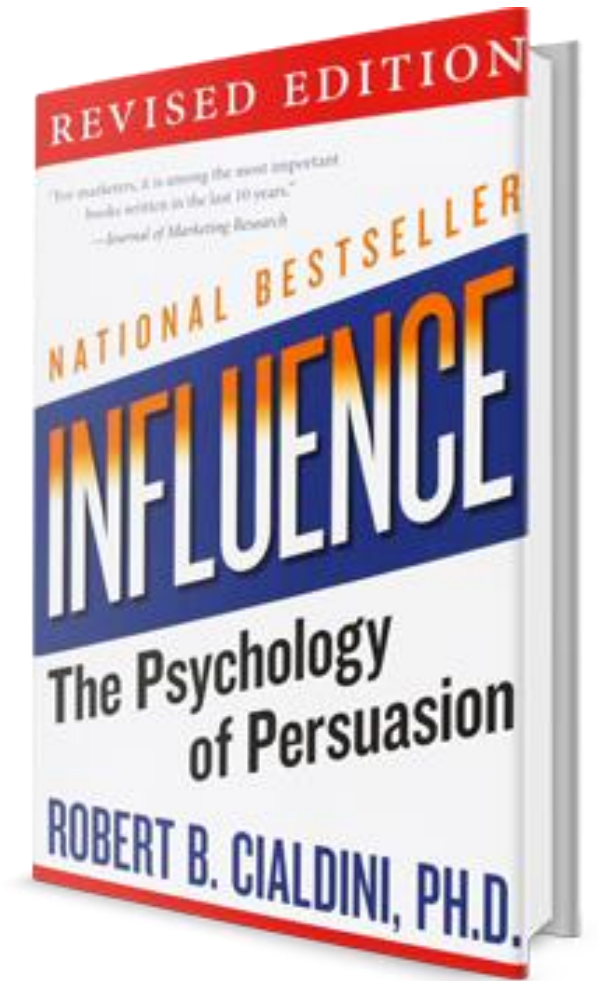
- People buy from people they know, like and trust.

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).



How to Have Greater Influence Over Everyone



Cialdini's 7 Most Powerful Elements of Influence:

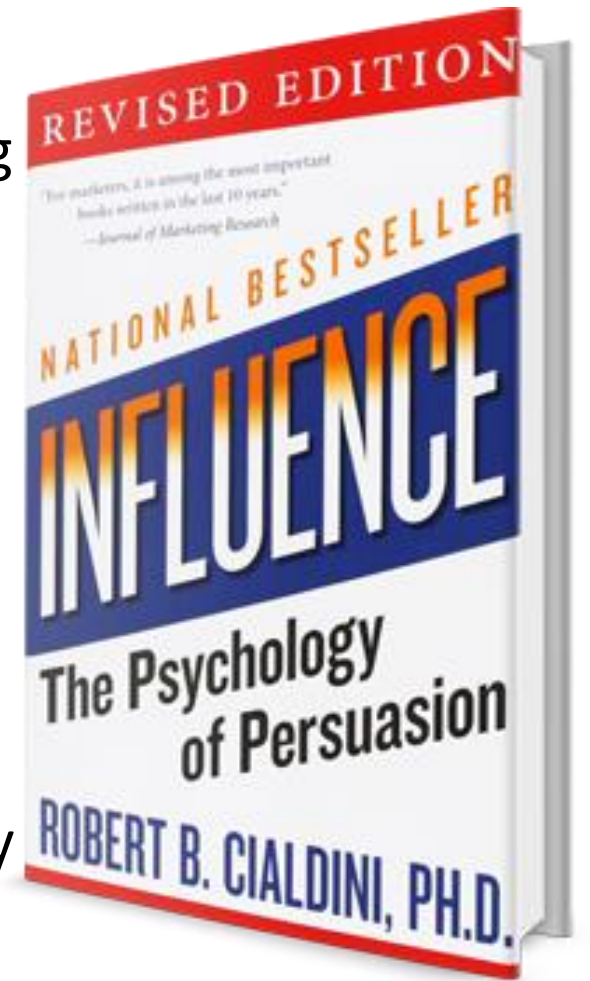
6. Scarcity

- 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.



How to Have Greater Influence Over Everyone





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 Success, Fulfilment, Aliveness and Joy
- ✓ Win Back Time – activities that waste time & energy
- ✓ Stop Multitasking! – it reduces productivity by 40%
- ✓ Take Energisation Breaks - every 60 to 90 minutes
- ✓ Improve Their Health - reduce stress and burnout
- ✓ Use a Daily Success Planner – to achieve goals fast
- ✓ Achieve Far Higher Success – than 95% of people

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?

How to Have Greater Influence Over Everyone



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.

How to Have Greater Influence Over Everyone



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.

How to Have Greater Influence Over Everyone



High Performance Coaching – The Influence Model

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.....

How to Have Greater Influence Over Everyone



What We Have Covered:

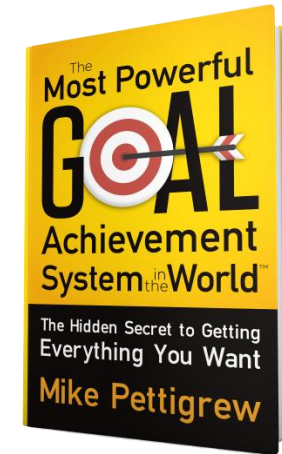
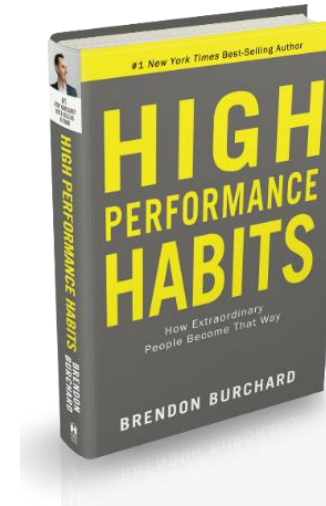
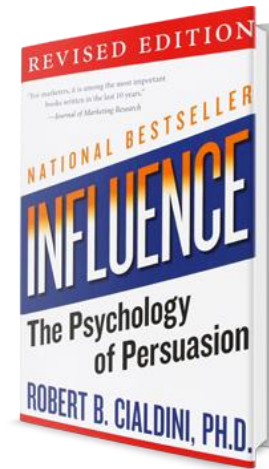
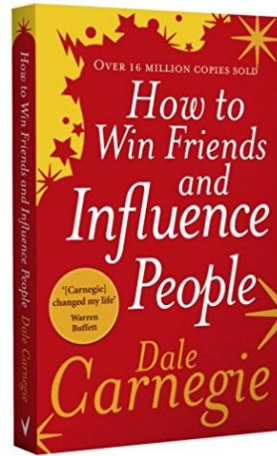
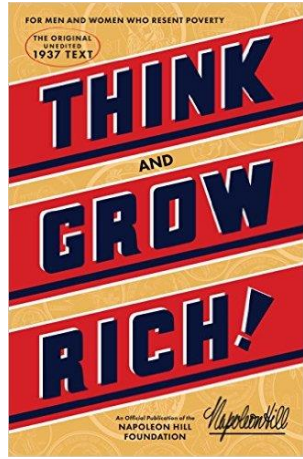


- How to Become a Person of Great Influence.
- How to Get Ahead Faster Using the Power of Influence
- How to Get Greater Support from Others.
- How to Deepen Your Friendships and Relationships.
- How to Communicate More Effectively.
- How to Gain More Respect from Others.
- How to Gain More Trust from Others.

How to Have Greater Influence Over Everyone



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

How to Have Greater Influence Over Everyone



Over to You...



Questions & Answers

How to Have Greater Influence Over Everyone

