

How to Get Yes to Your Request!

Influence Model	Your Influence Situation
1. Assume all are potential Allies	Allies:
2. Clarify Your Goals: Separate primary goals from secondary goals.	Your Goals: Primary: Secondary:
3. Diagnose the world of the other person: GNC? <ul style="list-style-type: none">• Goals• Needs• Concerns	1. Their Goals: 2. Needs: 3. Concerns:
4. Identify relevant currencies	Their Currencies Your Currencies:

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5. Dealing with Relationship	What is the status of your relationship? How does this person want to be related to?
6. Influence Through Give & Take	What would be your best approach? What's in it for them? How can you make it fun? What else?

Sources:

Influence Without Authority (2nd Edition) by Allan R. Cohen and David L. Bradford

The Science of Influence: How to Get Anyone to Say "Yes" in 8 Minutes or Less! by Kevin Hogan

Influence: The Psychology of Persuasion by Robert B. Cialdini, PhD

Be a Trusted Leader: Accelerate Your Influence Now! By Ed Oakley with David Jackson

Making Managers Into Leaders: A Five-Step Framework for Breakthrough Results by Ed Oakley and Doug Krug

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