

# Influencing People



Presentation is made by  
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# My professors were:

**Scott DeRue, Ph. D.**  
**Professor of**  
**Management.**



**Maxim Sytch, Ph. D.**  
**Associate Professor of**  
**Management**



# VOCABULARY

Something new – for you 😊

**Perception** |pə'sɛpʃ(ə)n| - восприятие, ощущение, понимание.

**Irrelevant** |ɪ'relɪv(ə)nt| - неуместный, не относящийся к делу.

**Supervisor** |'su:pəvɪzə| - руководитель.

**Coercion** |kəʊ'ə:ʃ(ə)n| - принуждение, насилие.

**To internalize** |ɪn'tə:n(ə)laɪz| - перенимать, усваивать, впитывать.

**Makeshift** |'meɪkʃɪft| - временный, импровизированный, замена.

**Torture** |'tɔ:tʃə| - пытка, истязание.

**To obtain** |əb'teɪn| - получать, приобретать, добиваться.

**Poll** |pɒl| - голосование.

**Overwhelming** |əʊvə'welmɪŋ| - подавляющий, ошеломляющий, непреодолимый, потрясающий.

**To cheer** |tʃɪə| - болеть (за футбольный клуб)

**To impede** |ɪm'pi:d| - препятствовать, мешать.

**Persuasive** |pə'sweɪsɪv| - убедительный.

# Week 1

## Building Your Base of Power

*Your power can be formally defined, for example your position or job title. Your power can be informal, for example your expertise or charisma give you power that enable you to influence others.*



# This is the Forbes Top Ten Most Powerful People in the World, as rated in 2014



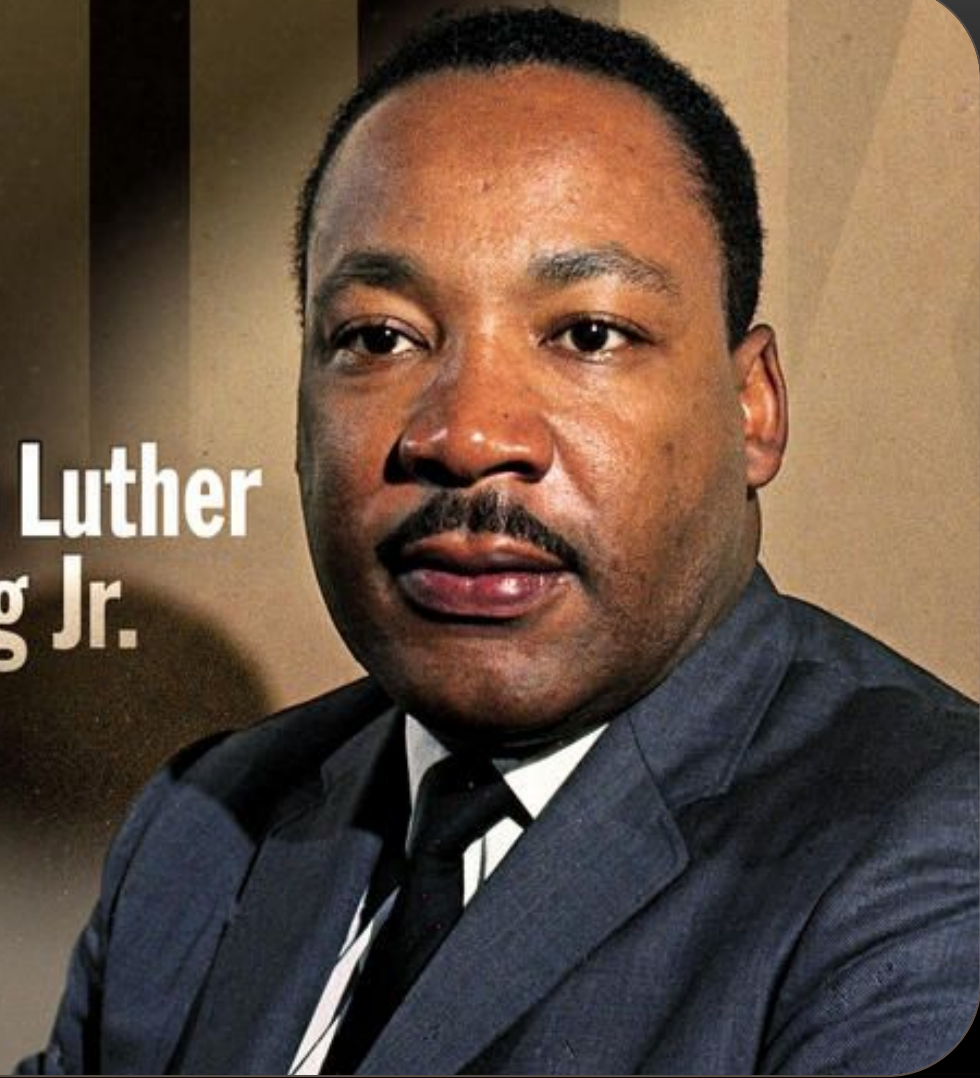
## Ten Most Powerful People in the World

Source: Forbes, 2014



He didn't  
have the  
type of  
power that  
these  
individual  
s have  
here as  
heads of  
state, or  
head of  
Google, or  
Microsoft,  
or the  
Gates  
Foundatio

**Martin Luther  
King Jr.**





What is

**POWER ?**



WEBER REALLY DESCRIBED OR DEFINED POWER AS THE ABILITY FOR ONE ACTOR, ONE PERSON TO CARRY OUT HIS OWN POSITION TO ACHIEVE HIS OWN GOALS, DESPITE RESISTANCE TO THOSE.

**A perceptual  
power**

**An actual  
power**

\* Carry out – осуществлять,  
выполнять



The Umbrella Revolution - was a series of sit-in street protests that occurred in Hong Kong from 26 September to 15 December 2014. The protests began after the Standing Committee of the National People's Congress (NPCSC) issued a decision regarding proposed reforms to the Hong Kong electoral system. The decision was widely seen to be highly restrictive, and tantamount to the Chinese Communist Party's pre-screening of the candidates for the leader of Hong Kong.



# The Benefits of Power

1. When you have the power, you are not afraid to express yourselves, not afraid to act.
2. Power has health benefits.

# THE DARK SIDE OF POWER

Power leads you to be  
over confident.

You are confident and you don't  
want to take advice from other  
people.

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# BASES OF POWER:

## *Structural, Personal and Cognitive*

**Structural** bases of power -  
Legitimate, Reward, coercion.

**Personal** bases of power -  
Expertise, information and  
referent power.

**Cognitive** bases of power -  
Priming, beliefs



# WITH POWER COMES RESPONSIBILITY.

\*The Stanford Prison Experiment is I think is a wonderful example to study, to understand just how much responsibility comes with great power. In this study, Zimbardo and his colleagues put participants in this study into different positions. They were in a prison. A makeshift experimental prison, not an actual prison, but on the Stanford campus. And some of the participants were assigned to be the prison guards, and some participants were assigned to be the prisoners.

And then they were essentially asked to act out, and live as if they were in a prison. And what overtime would actually happen, was that the guards took advantage of their power. And ultimately use that power to take advantage of and even in some cases, torture their fellow participants. Even though the power was fictional and made up is part of the experiment. And a scary aspect of the study was that the participants who felt powerless, who were the prisoners, allowed it to happen as well. And it just goes to show you just how much responsibility comes with power.

**Week 2.**

**Social proof**

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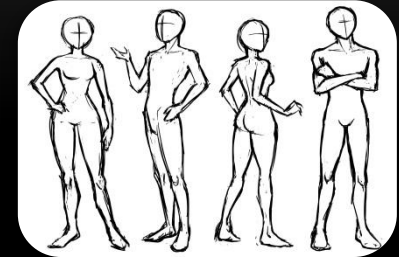
# LIKING

Liking - is a very powerful influence tactic.



# Non-verbal Influence

Body poses



EYE-contact .



Hand gestures



# WEEK 3

## *Building Relationships*





A hand is shown writing the phrase "We Build Relationships" in white chalk on a dark chalkboard. The text is written in a casual, slightly slanted font. The hand is positioned on the right side of the frame, holding a piece of white chalk and having just finished writing the word "Relationships".

We Build Relationships

*You can't work with people and not get to know them. Show that you care about them.*

*Everybody's should have a voice in your workteam*

*Connecting to people on a personal and emotional level*

# Building a Reputation

## Building a Reputation

**You must advocate for yourself**

*\*Remember, the really powerful underlying idea is that you don't own your reputation, other people do.*



# Building Influence From Day #1 on the Job

## HOW????

Just make yourself known.

Don't come to work and  
be invisible.

**So have an opinion, have a  
personality, work hard, do  
whatever people ask you to do,  
and good things happen.**

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# Week 4

## Influence and Manipulation



# Influence

is formally defined as to affect or to change someone or something in an indirect but usually important way to have an influence on someone or something.

# Manipulation

Is when you control or play upon by artful, unfair or insidious means, especially to one's own advantage.

So, the word influence often gets a positive connotation or a positive meaning because we assume that influence is used to influence for greater good, for goal accomplishment, for the group, for the team, for the organization.



**Thank you so much for listening**

