LEADERSHIP & INFLUENCE

ENVIRONMENTAL STEWARDS
2009

Dr. Mary Nikola, Director, Leadership & Organizational Development
Rutgers Cooperative Extension
I. Introduction: Agenda & Objectives
II. Problem-Solving/Decision-Making
III. Influence - Credibility, Insight and Communication
IV. Summary, Applications and Action Planning
OBJECTIVES

- Identify problem solving skills
- Describe key elements of influence
- Develop plans for influencing others
EFFECTIVE MANAGERS AND LEADERS

Management
- Administration
- Implementation
- Focus on Structure & Control
- Motivate via discipline & sanctions
- Eye on bottom line
- Imitate

Leadership
- Innovative
- Conception
- Focus on people & ways to inspire trust
- Motivate shared meaning/intrinsic
- Eye on horizon
- Originate

IF IT AIN'T BROKE ....

Dr. Nikola, 2009
• Ideas that drive decisions come from many different sources

• For ideas to succeed, we need support from a network of people

• Collaboration is often critical in order to turn our ideas into reality
PROBLEM-SOLVING AND DECISION-MAKING

- If you have participated in this exercise previously, please refrain from sharing until after the exercise

- Small Group Exercise – Cascades

- Behaviors and Skills in Mountain Survival Situation
- Actual cases where people lived or died based on their decisions
- Depends on how well group shares and processes information

Dr. Nikola, 2009
CASCADES

• Watch /listen to the video, read along in workbook
• When video is over rank items 1-12 with “1” as the most important item
• Work alone
• You have 10 minutes
• Close book when finished
CASCADeS

- Working as a group, review your rankings and come up with a new TEAM ranking

- Do not change any of your individual rankings

- You have 20 minutes
As a group …
discuss the following questions

1. What **problem solving** skills did your group use to resolve the situation?

2. What **interpersonal skills** did your group use to come to consensus?
Rational Skills
1. Analyze the situation
2. Set Objectives
3. Simplify the problem
4. Consider the alternatives
5. Discuss the consequences

Interpersonal Skills/Processes
- Listening
- Supporting
- Differing
- Participating
- Striving for consensus

Task
- Skills
- Knowledge
- Resources

SYNERGISTIC PROBLEM SOLVING MODEL
WHAT THE EXPERTS’ SAY

• Listen/record experts ranking in step 3

• Find the difference between experts’ & your individual rank (step 3- step 1). Record in step 4

• Find the difference between experts’ and your team rank (step 3- step 2). Record in step 5

• Tally the step 4 and step 5
SUMMARY

• Think of leadership in terms of establishing a clear vision and working to influence others to see the same vision you see.

• Think about your interpersonal communication skills of:
  - Listening
  - Supporting
  - Differing
  - Participating
  - Striving for consensus
“People don’t at first follow worthy causes; they follow worthy leaders who have worthy causes”

John Maxwell
So, what is influence ???
INFLUENCE

- Ability to produce an effect without power or force

- Capacity to lead others without reliance on authority

- Influence essentials include:
  - Personal credibility
  - Insight about others
  - Communication

Dr. Nikola, 2009
LEADERSHIP CHARACTERISTICS

“What traits do you look for, admire in a leader...someone who you would willingly follow?”

Arrange these traits into these 3 categories with at least 5 traits in each.

Most Critical traits
Important traits
Less Important traits
LEADERSHIP CHARACTERISTICS

Rank the traits in your **Most Critical** category selecting the top 4 traits.

<table>
<thead>
<tr>
<th></th>
<th>Ambitious</th>
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<th>Honest</th>
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<tbody>
<tr>
<td></td>
<td>Broad-minded</td>
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<td></td>
<td>Imaginative</td>
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<td>Caring</td>
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<td>Independent</td>
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<td>Competent</td>
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<td>Inspiring</td>
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<td>Intelligent</td>
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<td>Courageous</td>
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<td>Loyal</td>
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<td>Dependable</td>
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<td>Mature</td>
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<td></td>
<td>Determined</td>
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<td>Self-controlled</td>
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<td>Fair-minded</td>
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<td>Straightforward</td>
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<td>Forward-looking</td>
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<td>Supportive</td>
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Believability in the source of communication predicated on:

• Perceived trustworthiness
• Their expertise
• Their dynamism

*Those rated high on these three dimensions are perceived to be more credible sources of information*

*Kouzes & Posner, 2002*
LEADERSHIP CHARACTERISTICS

What the research data says ……

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Characteristic</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>13%</td>
<td>Ambitious</td>
<td>88%</td>
</tr>
<tr>
<td>40%</td>
<td>Broad-minded</td>
<td>28%</td>
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<tr>
<td>23%</td>
<td>Caring</td>
<td>5%</td>
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<td><strong>63%</strong></td>
<td><strong>Competent</strong></td>
<td><strong>68%</strong></td>
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<td>28%</td>
<td>Cooperative</td>
<td>40%</td>
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<td>29%</td>
<td>Courageous</td>
<td>11%</td>
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<td>32%</td>
<td>Dependable</td>
<td>13%</td>
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<td>17%</td>
<td>Determined</td>
<td>5%</td>
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<td>49%</td>
<td>Fair-minded</td>
<td>33%</td>
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<td><strong>75%</strong></td>
<td><strong>Forward-looking</strong></td>
<td><strong>41%</strong></td>
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Honest  
Imaginative  
Independent  
Inspiring  
Intelligent  
Loyal  
Mature  
Self-controlled  
Supportive

Dr. Nikola, 2009
Leadership

• Honest
• Inspiring
• Competent
• Forward-looking

Credibility

• Trustworthiness
• Dynamic
• Expertise

+ VISION

Dr. Nikola, 2009
Eight tips to increase personal credibility

1. Respect confidences
2. Keep commitments
3. Admit mistakes
4. Avoid blame
5. Demonstrate interest/concern for others
6. Share information
7. Seek win-win solutions
8. Get to know people on a personal level
If you don’t believe in the messenger, you won’t believe in the message.
Clarkson Airport

1. Read the case, decide if you would take the job
2. Discuss your decision with your group
3. Identify 5 interested parties in the case and chart their concerns
4. Select a team spokesperson to report out
<table>
<thead>
<tr>
<th>Parties</th>
<th>Interests/Concerns</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
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</table>
Considering the Stakeholder’s Perspective

• Identify “what’s in it for them” to support your proposal
• Identify potential concerns about your proposal
• Understand how their concerns might be addressed
• Identify how to support them in addressing their own agendas
Positions –
“The Tip of the Iceberg”
POSITIONS

• Things they say they want
• Demands they make
• Terms and conditions
• Things they say they will or won’t do

INTERESTS

• Underlying Motivations
• Needs and concerns
• Fears and aspirations

• Look behind positions
• Put yourself in other’s shoes
• Ask “why”, “why not”, “what’s wrong with” ?
<table>
<thead>
<tr>
<th>Stakeholders &amp; Concerns/Needs</th>
<th>Stakeholder #1</th>
<th>Stakeholder #2</th>
<th>Stakeholder #3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial</td>
<td></td>
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<tr>
<td>Performance</td>
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<td>Image</td>
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<tr>
<td>Power</td>
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<td>Achievement</td>
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<td>Recognition</td>
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<td>Affiliation</td>
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<td>Order</td>
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<tr>
<td>Safety</td>
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<tr>
<td>Other</td>
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</table>
**SAMPLE AUDIENCE NEEDS ANALYSIS**

**Goal:** Convince council to go green with future improvements & purchases

<table>
<thead>
<tr>
<th>Stakeholder/Needs</th>
<th>Councilman X</th>
<th>Finance Officer</th>
<th>Mayor</th>
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<tbody>
<tr>
<td>Financial</td>
<td>Supports economic reinvestment</td>
<td>Bottom line reputation</td>
<td></td>
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<tr>
<td>Performance</td>
<td></td>
<td>Make/ exceed financial goals</td>
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<tr>
<td>Image</td>
<td>Sees town as leader in the state</td>
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<td>Concerned how is seen</td>
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<tr>
<td>Power</td>
<td></td>
<td>Been politicking to obtain appointment to current position</td>
<td></td>
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<tr>
<td>Achievement</td>
<td></td>
<td>Needs to prove can handle job</td>
<td>Legacy is important</td>
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<tr>
<td>Recognition</td>
<td>To be seen as a leader</td>
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<tr>
<td>Affiliation</td>
<td>To get along with other council members</td>
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<td>Community oriented</td>
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<tr>
<td>Order</td>
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<td></td>
<td>Follows procedures</td>
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<tr>
<td>Safety</td>
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<td>Cautious</td>
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</table>
YOUR INFLUENCE SITUATION

1. What do you want to accomplish?

2. What is your objective?

3. Whose support do you need?

4. What is important to them?
### AUDIENCE NEEDS ANALYSIS

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“First seek to understand, then to be understood”.

Stephen Covey
1. **Sell** - Communicate ideas in a way that is credible, understandable, convincing and that speak to the needs or values of others

**Speak in Terms of Benefits**

- Think about the other person’s beliefs, goals, challenges & values
- Position your ‘sell’ in terms of their benefits
- Describe the benefits of your proposal to the other person
1. Newly married
2. Newly divorced
3. No time
4. Bored
5. Values adventure
6. Values friendship
7. City slicker sophisticate
8. Small town “girl/ guy”
9. Intellectual
10. Athlete

Persuade Someone to Take a Cooking Class
2. **Engage** - Ask questions, listen actively to acknowledge & solicit other’s reactions and concerns.

Ask ....

What’s your reaction to this idea?
What’s the impact on you?
How does this fit in with what you need?
What are your concerns?
What would make this work for you?
3. **Collaborate** - Significantly modify the proposal to address others’ needs & concerns

OR

Collaborate with others at the outset to build on an idea and plan its execution
Collaboration Questions to Ask

Reshaping a Proposal

• What ideas do you have for making this work?
• How can we work together to make this happen?
• How can we both get what we need?
• What do we need from each other to make this work?
• What might be a better way to go about doing this?

Building on an idea

• Here’s my vision of what we need to do and why. What are your reactions, thoughts?
• How do our ideas coincide?
• What is the best of my thinking and your thinking?
• What have we missed?
• What do we need from others to be successful?
7 Tips to Handle Objections

1. **Paraphrase**: Restate your understanding of their concerns, position, objections

2. **Clarify Misperceptions**: Clarify your intent

3. **Provide a Balanced Response**: Clarify both the strengths & concerns of your idea

4. **Articulate Areas of Agreement**: Emphasize what each of you do agree on

5. **Emphasize the Benefits**: Remind them of the benefits to them

6. **Modify**: Adjust your proposal to address their concerns/incorporate their suggestions

7. **Drop it**: If their concerns are overwhelming compared to the idea’s importance to you.

Dr. Nikola, 2009
SUMMARY ON INFLUENCING SKILLS

- Clarify what you want to accomplish
- Identify whose support need and WIIFT
- Identify the benefits the idea offers them
- Determine how to demonstrate your idea merits their support
FOLLOW-UP ACTIVITIES

➢ Keep track of what motivates your stakeholders

➢ Think in terms of how your ideas benefit your stakeholders
REMEMBER THE GOAL OF INFLUENCING

IS TO

FIND WAYS THAT YOUR IDEA CAN WORK FOR EVERYONE INVOLVED
NOTES