

The Art of Building Influence

John West Hadley
Job Search Strategist
www.JHACareers.com

PMINJ

Wednesday, August 14, 2024

Building Influence

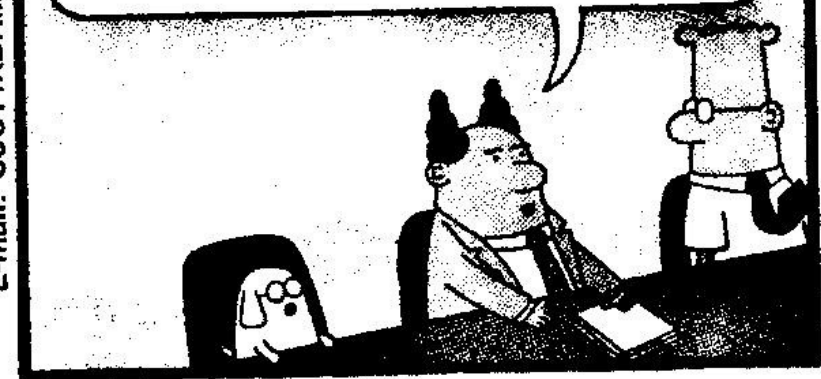
DILBERT

WE'LL BE USING THE DOGBERT PERSONALITY PREDICTOR INDEX TO JUDGE YOUR CAREER POTENTIAL.



E-mail: SCOTTADAMS@AOL.COM

THEN WE'LL LEAVE YOU IN THE DEAD END JOB THAT MOST CLOSELY MATCHES YOUR LACK OF POTENTIAL.



Building Influence

Agenda

- Core of influential conversations
- Influential interview
- Critical errors to avoid
- Influential conversation model

Building Influence

 John Hadley
Associates LLC
Career Search Counseling



Career Tips: Making More Of Networking Groups

John:
We had a great vacation at the beach, and thoroughly enjoyed our time with Micah. Now I'm back in the saddle, so hit me up with your career and search-related questions. Send them to:

Advice@JHACareers.com

I'm also going to do my free "[5 Secrets to Landing a 6-Figure Job](#)" webinar one more time this summer, on Wednesday, August 21 at Noon Eastern / 9AM Pacific. Tell your friends!

Sign up for *Career Tips*

Bonus: “*Building Influence*” series

Email John@JHACareers.com Subject: Tips

Building Influence

What should be your goal
if you want to have an
influential conversation?

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“To help the other person succeed by producing a solution that best meets their needs.”

It's about THEM and THEIR NEEDS, not YOU and what YOU WANT.

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But you have your own goals

Interview:

To get an offer (sell 'me')

Prospect Mtg:

To sell my product / service

Mtg w/ Boss:

Sell my idea, Demonstrate great work,
Secure interesting assignment

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Dilemma:

“To help the other person succeed by producing a solution that best meets their needs.”

How do your own goals factor in?

You best accomplish **YOUR** goals by first exploring **THEIR** goals.

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Influence is about...

Relationship

Requires true conversation

Not a one-sided drive to your goals

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It's OK to have your own goals, but ...

Until we have a relationship that engages me,
how invested will I be in your goals?

Avoid “transactional” networking

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The “Influential Interview”

“To help the hiring manager succeed by providing a solution that best meets the hiring manager’s needs.”

“And having the confidence to walk away if you aren’t, or don’t want to be that solution.”

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“To help the hiring manager succeed by providing a solution that best meets the hiring manager’s needs.”

Truly embracing this psychology can lead to:

- A more genuine relationship
- Asking better, more probing questions
- Uncovering more of what the needs truly are
- A greater chance of actually getting the offer!

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“Influential Interview” Conundrum

Talk about me = Low Influence

Talk about problems I've solved that I
think are relevant = Medium Influence

Talk about *your* problems, and relate to
what I've done = High Influence

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Where Does Typical Interview Start?

Talk about me = Low Influence

Talk about problems I've solved that I
think are relevant = Medium Influence

Talk about your problems, and relate to
what I've done = High Influence

Building Influence

How do I get to High Influence?

Talk about me = Low Influence

Talk about problems I've solved that I
think are relevant = Medium Influence

***Talk about your problems, and relate
to what I've done = High Influence***

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The HERO Story

H eadline

E xperience (with key results)

R est of your qualifications

O bjective

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An Example

Goal: Executive Coaching

Graduated from Stanford

DI Product Mgt – Prod. Imp. Contest demonstration that won our entire 150 person dept \$3,000 bonuses

Built Act. Dept from scratch

Reorg Compliance to handle 60% more projects w/o any increase in headcount, and with higher morale

Built successful systems consulting earning \$2 mm

Coached 100's to land the job & pay they deserve

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Critical Errors:

You can't (and shouldn't try to)

produce a solution

until

you deeply understand

their needs

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Critical Errors:

1. Assume you understand needs
2. Assume you have the solution
3. Produce the solution too soon

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Critical Errors:

- *Guessing: If your guess is even just a bit off, you lose credibility.*
- *Telling: Seek 'excuse' to tell your solution - miss the deep conversation.*
- *Accepting: Take an issue at face value and sell yourself for it. You signal that you are just here to 'sell.'*

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Tension Management

- People pay attention to where they find their tension
- You need to observe and manage their tension to have true influence
- Observe body language, expressions, emotional reaction, distractions
- React to the clues appropriately

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Tension Management

- Relationship Tension → Reduce
- Hiring / Buying Tension → Enhance

Follow the tension and emotion

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A Conversational Model

Goals: “What would you like to achieve?”

Situation: “What’s going on today?”

Problem: “What’s the problem?”

“What could get in the way?”

Symptoms: “How does the problem arise?”

“What makes it such a problem?”

Quantify: “How big is the problem?”

“On a scale of 1 to 10...?”

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A Conversational Model

Costs: “How much is it costing you?”

“Back of the Envelope” is fine

Consequences: “Who/what else does it affect?”

“What’s the worst part of this?”

Results: “What if this problem went away?”

Rewards: “What will this do for you / the co.?”

Impact: “What would be the best part of that?”

Building Influence

Kick Start Your Career Search

(1st 10 who take assessment by EOD Thursday)

www.TinyURL.com/CareerSearchAssess

30 minute exploratory session, to zero in on goals and challenges, positioning you to take action. If there's a fit, I'll describe how we can work together on that.

Career Tips and Building Influence series:

Email John@JHACareers.com Subject: Tips