

Influence:

Getting a Seat at the Table and Your Ideas Heard

NALP 2011
Palm Springs

#1 Takeaway

An Exercise in Influence

A

B

C

What worked?

What might have been more effective?



The Three Decision-Making Styles*

- 1.
- 2.
- 3.

*Based on research by Williams, Gary A. and Miller, Robert B. "Change the Way You Persuade". Boston: HBR OnPoint 2002.

Dealing with and Winning Over the Three Kinds of Audiences

- 1.
- 2.
- 3.



Four Ways to Influence

1.

2.

3.

4.

Mapping Out A Plan

Your Idea/Proposal/Initiative:

Your Obstacles:

Your Allies:

Your Tactics:

For Further Reading (in case the internet goes down)

Cialdini, Robert B. ~ Influence: The Psychology of Persuasion

Palmer, Stephanie ~ Good in a Room: How to Sell Yourself and Win Over Any Audience

Reardon, Kathleen K. ~ Power, Influence and Persuasion: Sell Your Ideas and Make Things Happen



About the Speaker:

Steve Hughes is President of ***Hit Your Stride, LLC***, a communications consultancy that helps clients look and sound smart when they talk. His seminars have been featured on BBC Worlds News, NPR, and XM Radio and he is the creator of “National Be Kind To Lawyers Day” (celebrated on the 2nd Tuesday in April).

Today he works with a host of blue chip clients including:

- **State Bar Associations:** *Alaska, Illinois, Missouri, Ohio, Oklahoma, Wisconsin*
- **Firms:** *Latham & Watkins, Kirkland & Ellis, Bryan Cave, Troutman Sanders*
- **Law Schools:** *Washington (St. Louis), Minnesota, Missouri, Idaho*
- **Fortune 500:** *Boeing, MetLife, Deloitte, Nestle Purina,*
- **Associations:** *Law School Admission Council, Association of Corporate Counsel, Legal Marketing Association, ACCESS Group, ASTD*

Prior to launching *Hit Your Stride*, Steve worked for 12 years in advertising and most recently he was a managing partner at an award-winning 40-person ad agency in St. Louis. He holds a BA in French Literature and European History from the University of Kansas and an MBA from Washington University where he was awarded the prestigious Olin Cup.

Steve's Programs:

- “Rainmaking 1-2-3: Making BD a Natural Part of Your Everyday Life”
- “You’re Hired: Doing the Things Others Won’t to Land Your Dream Legal Job”
- “Instant Access: Making Great & Lasting First Impressions”
- “Tell Me More: Using Stories to Attract & Engage”
- “Presenting with Excellence”
- “Virtual Magic: Presenting with Excellence over the Phone/Web”



Feedback

1. What was your #1 Takeaway from this program?

2. What would you have liked to learn more about?

3. What would you tell other people about this program?

4. Steve publishes a **free** monthly e-zine featuring a tip, idea, or strategy to help you become a more dynamic communicator.

Yes, sign me up.

No, but thanks for asking.

E-mail: _____
(Your email address will NEVER be shared or sold to a third party.)

Name: _____ Organization: _____

5. I know of an organization that could benefit from Steve's programs.

Organization: _____ Contact name: _____

Your Phone Number: _____

Thank you for taking the time to provide feedback.

NEW!

[] Check here to be added to the announcement list for "Better Faster Speaker"—Steve's new video-based online learning community.