

Building Influence Equity

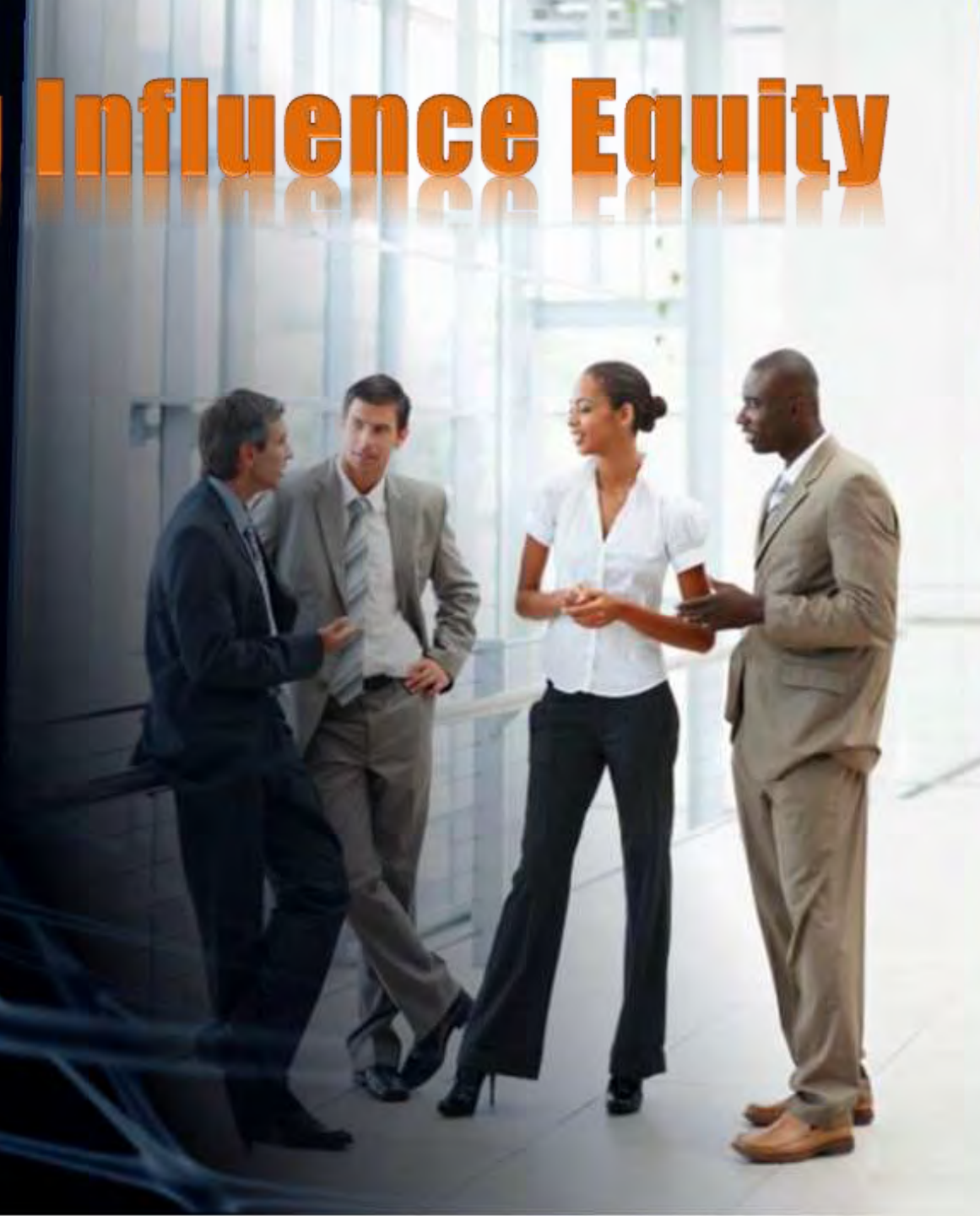


Presented by:

Jürgen Oschadleus

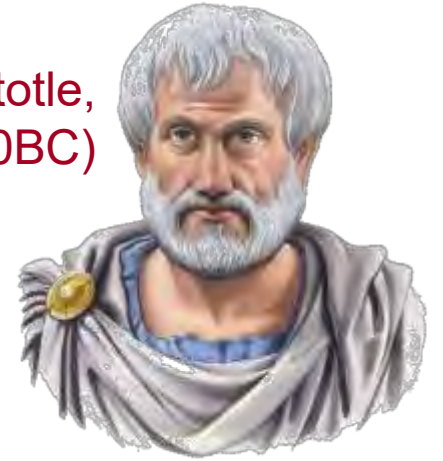
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Act Knowledge



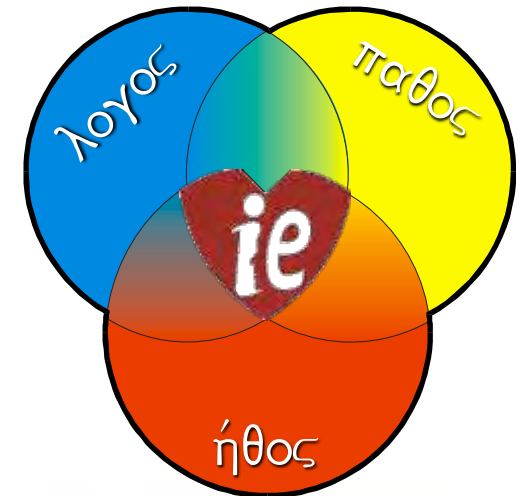
Elements of persuasion

(Aristotle,
Rhetoric, 350BC)



Now the proofs furnished by the speech are of three kinds.

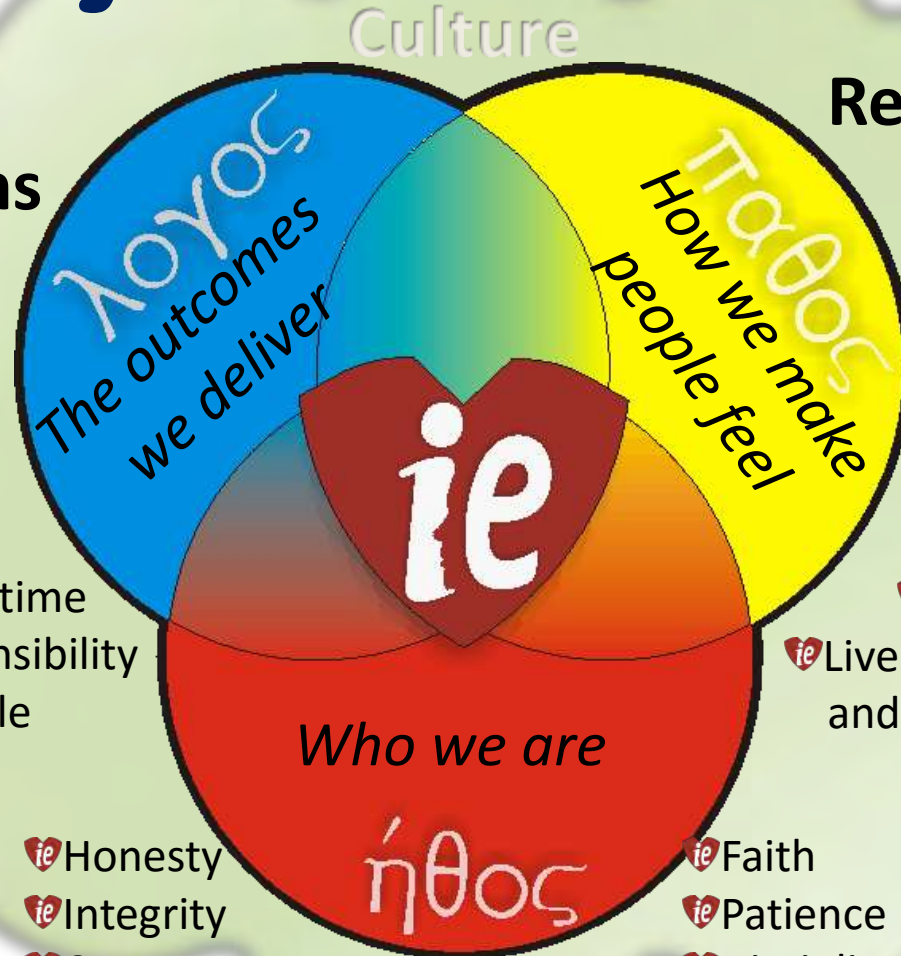
- ♥ *ie* The first depends on the moral character [*ethos*] of the speaker,
- ♥ *ie* the second upon putting the hearer into a certain frame of mind [*pathos*],
- ♥ *ie* the third upon the speech itself, in so far as it proves or seems to prove [*logos*].



Influence equity model

Tasks/Actions

- ie Work ethic
- ie Availability
- ie Tenacity
- ie Perseverance
- ie Execution
- ie Empowerment
- ie Willing to invest time
- ie Accepting responsibility
- ie Being accountable



Relationships

- ie Accept and appreciate people
- ie Look for the good
- ie Value diversity
- ie Put others first
- ie Listen to them
- ie Encourage them
- ie Be patient yet firm
- ie Live the "Golden Rule" – and the "Platinum Rule"

Character

- ie Honesty
- ie Integrity
- ie Courage
- ie Humility
- ie Faith
- ie Patience
- ie Discipline
- ie Self-mastery
- ie Values based on absolute truth



What's your reaction?



Fight

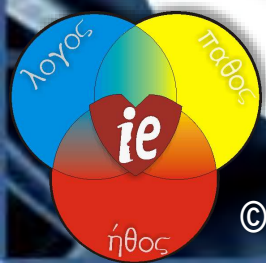
Control
Label
Attack

Freeze

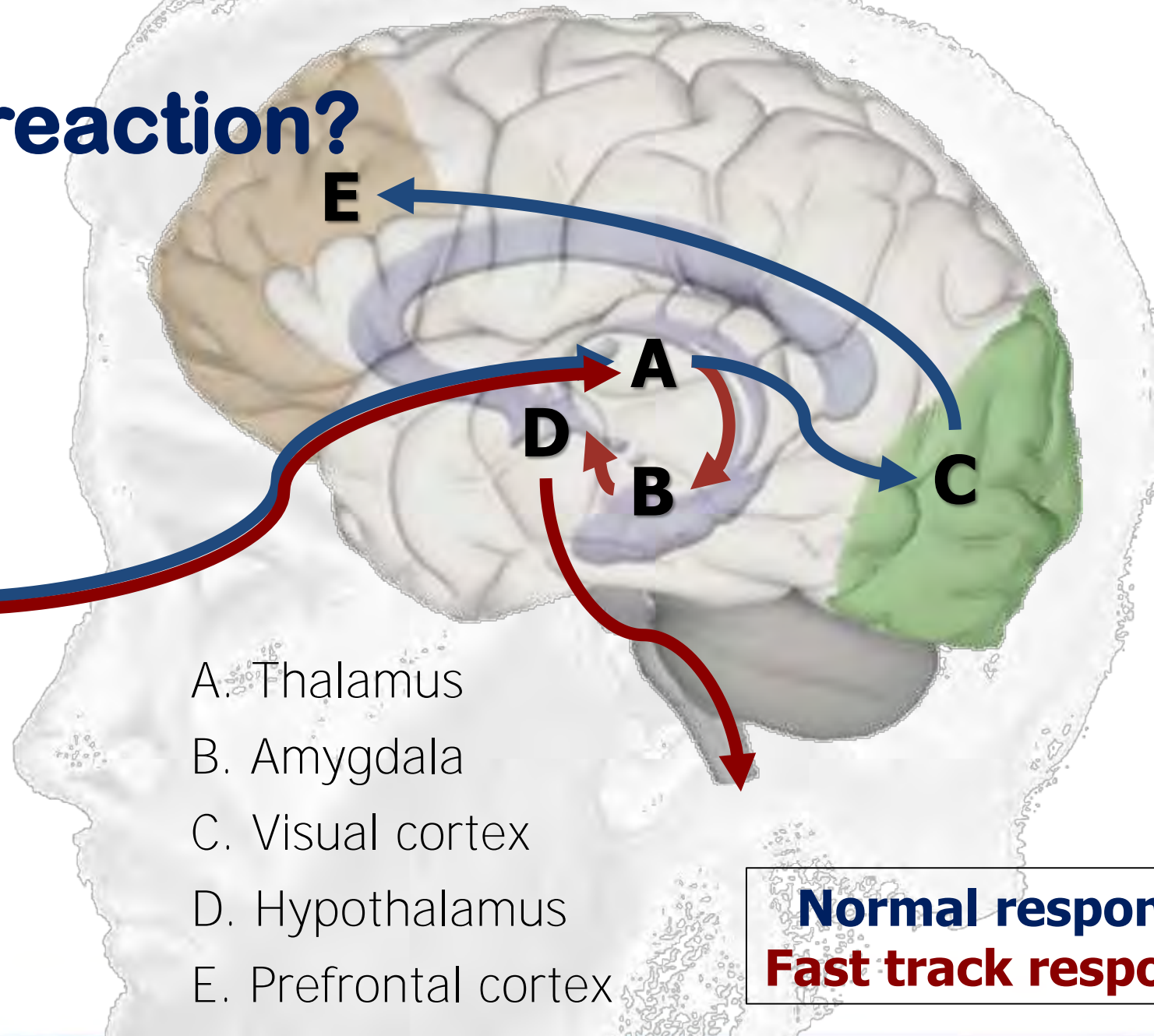
Appease

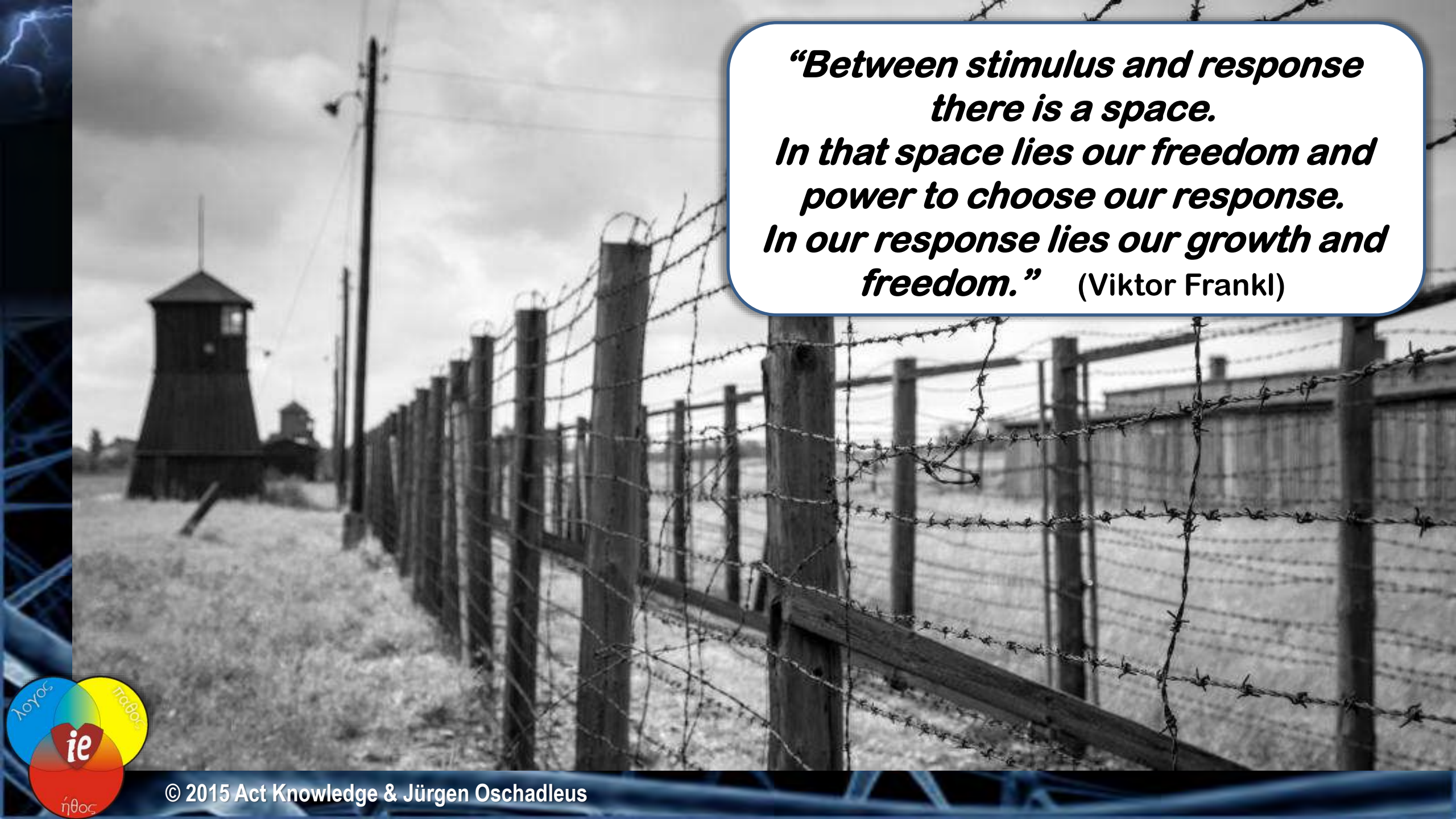
Flight

Mask
Avoid
Withdraw



What's your reaction?

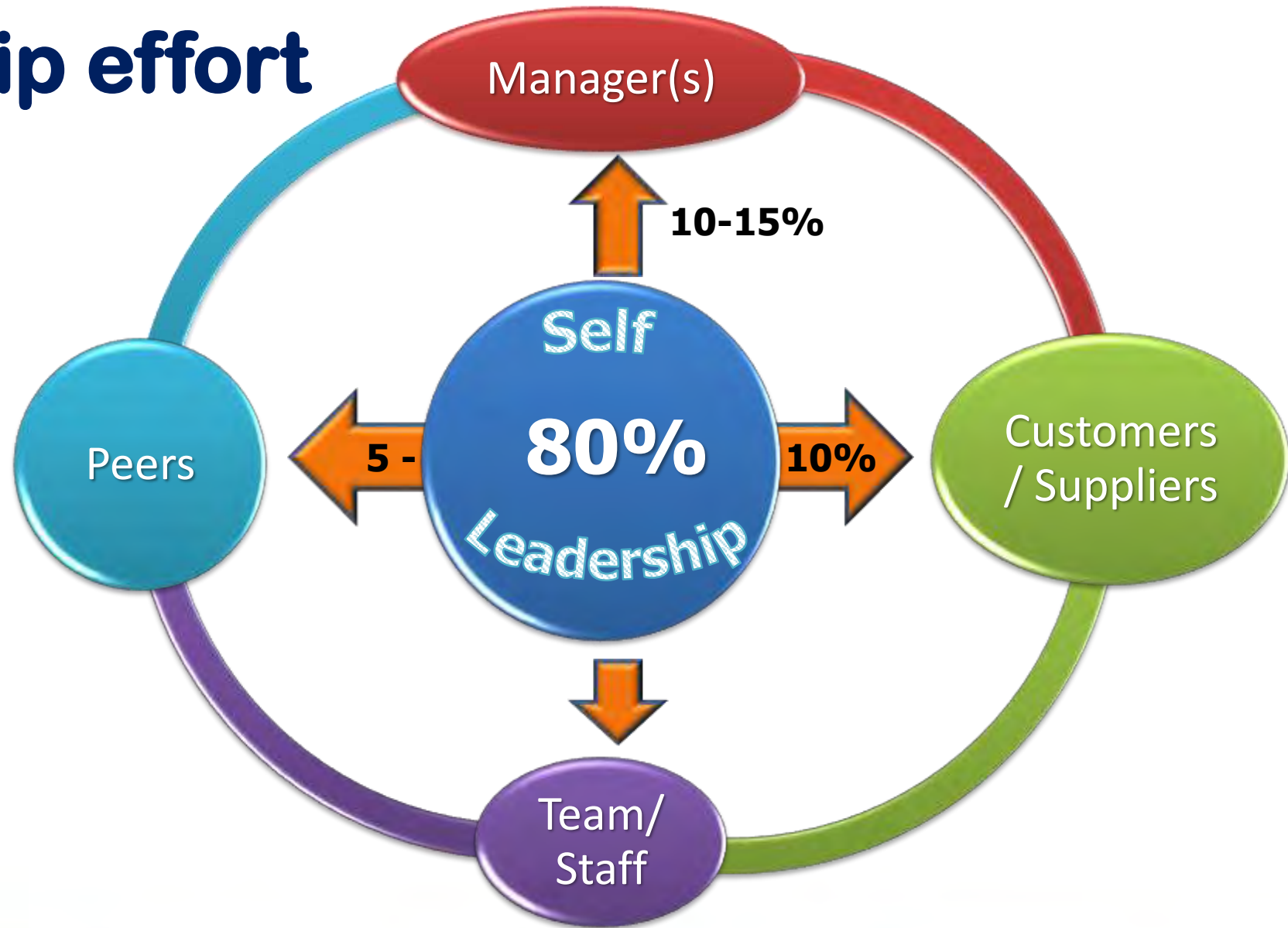




***“Between stimulus and response
there is a space.
In that space lies our freedom and
power to choose our response.
In our response lies our growth and
freedom.” (Viktor Frankl)***



Leadership effort



Defining 'conversational leadership'



Conversation:

- informal talk between people

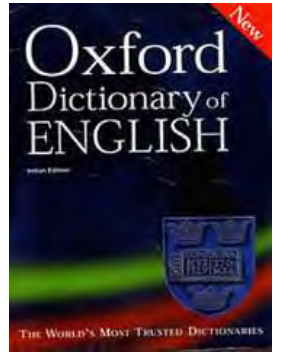


Leader:

- person who guides; influences into action, opinion or state

The use of everyday conversations to:

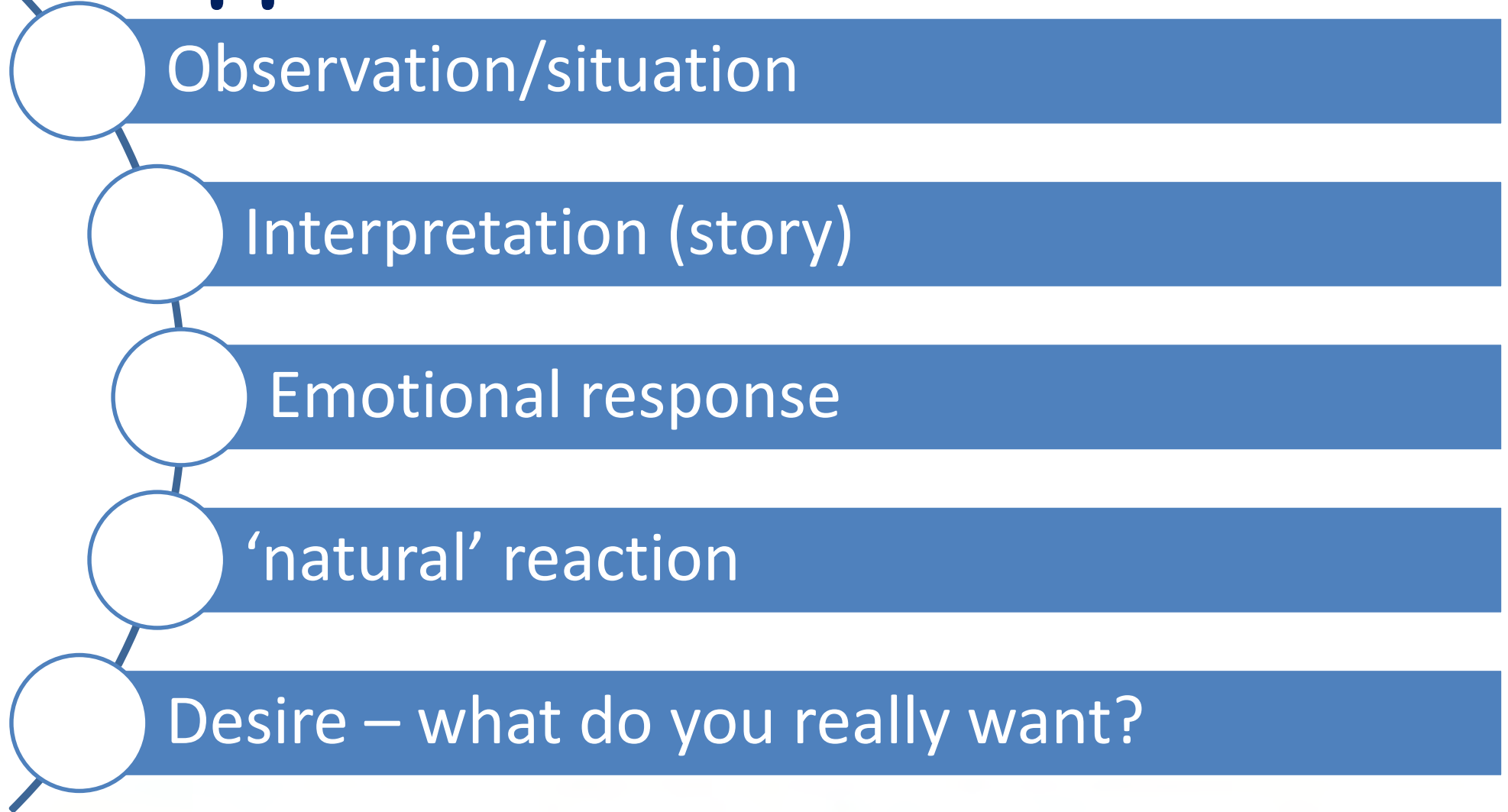
- ✓ Build credibility and relationship
- ✓ Engage stakeholders
- ✓ Gain insight solve problems
- ✓ Produce action
- ✓ Learn and share wisdom



Conversational fight and flight



Practical application



We are what we repeatedly do

Influence
~~Excellence~~ then is not an act

but a habit

with apologies to (Aristotle)



**“Knowing is not enough; we must apply
Willing is not enough; we must do”**

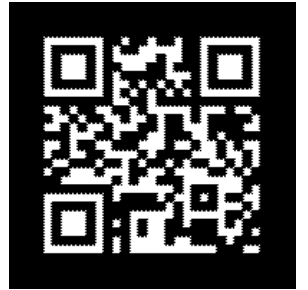
(Johann Goethe, 1749-1832)
German dramatist, poet and
novelist



- ♥ie What three things have you learned?
- ♥ie What are you going to do about it this week?



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