Dimensions of Influence

STRATEGIC INFLUENCE

PRESENTATION-BASED INFLUENCE

COMMUNICATION STYLE-BASED INFLUENCE

CORE INTERPERSONAL INFLUENCE

SUBSTANTIVE INFLUENCE

The *Right* Influence Skills Program?

When "Influence" surfaces in needs assessments, it is often a general, "waste-basket" term. This monograph's model differentiates five dimensions of influence to better pinpoint any population's developmental need. Each level is a necessary but not sufficient level that requires a different learning solution.

1) ***Substantive Influence***- Your idea itself must be compelling, documented, accurate, sound in business rationale, and clearly conveyed. This task-level influence depends upon technical training and subject matter expertise, so education, not training, is the usual mode of development, along with on-the-job mentoring.

2) ***Core Interpersonal Influence***- This critical level targets the interpersonal domain as the influence building block. Brandon Partners' *Straight Talk* program grounds Active Listening and Assertive Speaking skills in easier and tougher scenarios. Other reputable firms teaching this influence dimension include Barnes & Conti, Ridge Training, VitalSmarts, Forum, DDI, and Achieve Global.

3) ***Communication Style-Based Influence***- This dimension entails rapport and "style flexing" with awareness of communication style, "Social Style," or personality style differences (e.g., Tracom Corporation, Wilson Learning, D.I.S.C., Five Energies, Myers-Briggs Type Indicator, etc.). The goals are harmonious interactions and reducing style-based tensions.

4) ***Presentation-Based Influence***- This influence dimension entails honing presentation "platform" skills. Brandon Partners' *High Impact Presentations* targets formal and informal presentations, training participants to organize their content and deliver it with credibility and persuasiveness. Other vendors are Communispond, Decker Communications, Speakeasy, and The Executive Technique, etc.).
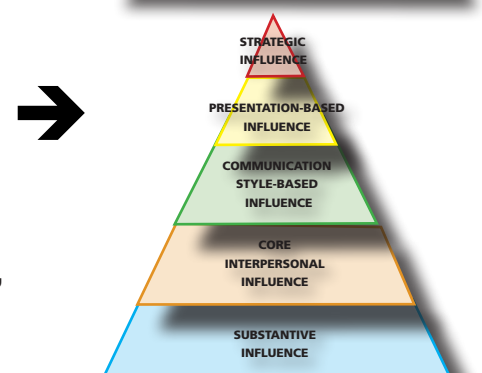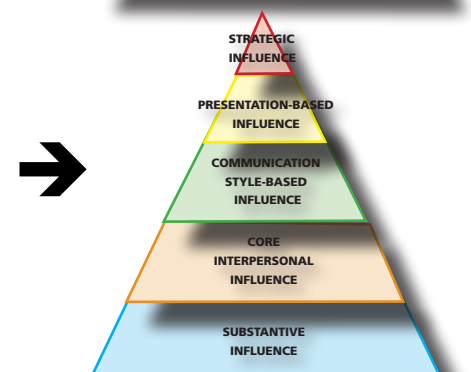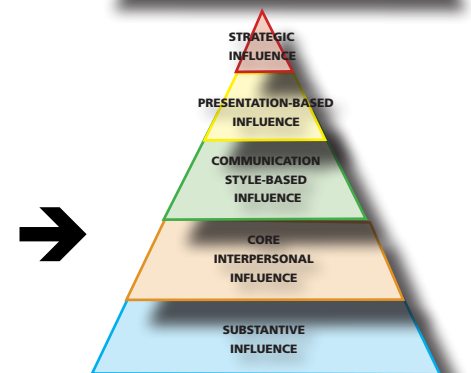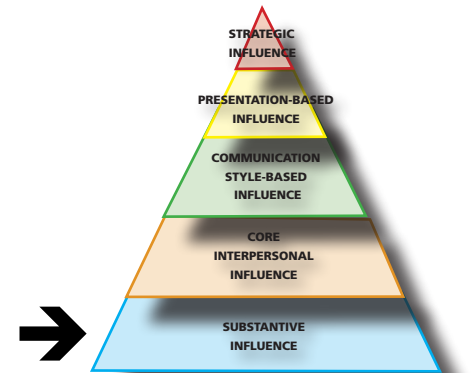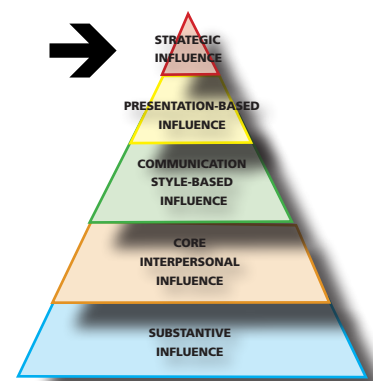
5) **Strategic Influence**- This unique influence dimension targets the four "P"s that are crucial factors in today's more complex, turbulent, and volatile organizations:
* _Politics_- Navigating the political arena, unwritten rules, and informal systems in order to gain visibility and support.
* _Power_- Knowing who has official or informal power, respecting ego, and presenting or challenging ideas with sensitivity to the power dynamics involved.
* _Perception_- Understanding the role of image and perception in how decisions are made, and crafting a conscious plan to alter negative perceptions about oneself and one's team.
* _Promotion_- Avoiding over-promoting or under-promoting results and contributions, so your and your team's value is conveyed in an appropriate manner for your culture.

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Too few firms address this sensitive **strategic influence dimension**. Courses like Brandon Partners' _Organizational Savvy_, Optimum Associates' _Organizational Savvy_, and Deluca's _Political Savvy_ are vital for influence, impact, team credibility, career growth, a positive politics culture, and corporate governance.

Brandon Partners' _Organizational Savvy_ prevents over-political or under-political climates by teaching _Political Styles_ and the 13 _Savvy Skills_ on the right. Recognized globally as a preeminent thought leader on ethical political savvy, our dynamic workshop is used in scores of Fortune 500 companies, and includes the best seller _Survival of the Savvy_ text, weekly application emails, and the online _Organizational Savvy Assessment_.

PROTECTIVE STRATEGIES
Detects Deception 13
Handles Sabotage 12
Ethical Lobbying 11
Savvy Communication 10
Enhances Power Image 9
Balanced Self-Promotion 8
Essential Networking 7
Manages Perceptions 6
Knows the Corporate Buzz 5
Studies Politics 4
Savvy Attitudes 3
Performance Integrity 2
Personal Integrity 1
PROACTIVE STRATEGIES
AWARENESS STRATEGIES
CHARACTER STRATEGIES
EXTERNAL SKILLS
INTERNAL SKILLS
SKILL SETS

Conclusion. This article's analysis of "influence" hopefully helps internal and external consultants to pinpoint optimal learning solutions for their clients' competency models, business problems and performance gaps.