

# How To Influence Without Formal Power



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Rita Witherly is the Managing Partner at MoZen Inc.(More Zen or more Balance). Rita works with businesses to help them transform their business, their people and processes. Her company works with senior leaders to translate business strategies into actionable plans, align business processes and engage employees to meet business goals in a competitive and fast changing world.

Additional MoZen works with clients to help them innovate, which is the only competitive advantage a company really has. Innovative companies enjoy greater growth and success and that is the name of the game today.

Prior to starting MoZen, she was the Director of Organization Development for Cendant a fortune 100 company where she worked across their 44 diverse companies implementing full life cycle global programs that impacted each company's goals/bottom line. Rita holds an MBA; Southern New Hampshire University, Manchester, NH, a BS in Organizational Behavior; Lesley College, Cambridge, MA. Additionally she is a certified Master Trainer, Lean Six Sigma Master Black Belt, Leadership coach, Metrics Master, certified Business coach, author and international speaker.  
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## Introduction



Today's Economy

- Impact on you
- Accomplish more through others
- Different agendas & priorities


Presentation goal....

- Help you build new skills
- Criteria to successfully influence others
- How to influence others
- Tips and techniques to ensure success

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## Introduction



**INFLUENCE matters when we need to...**

- Mobilize resources to get things done.
- Influence others without the use of positional authority.
- Lead others through rapid change and uncertainty.
- Improve cross-functional, supplier and client relationships
- Become more effective team members/team leaders.
- Manage and motivate “difficult” or non-performing employees.

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## Self Assessment

### **Clarify Your Goals and Priorities.**

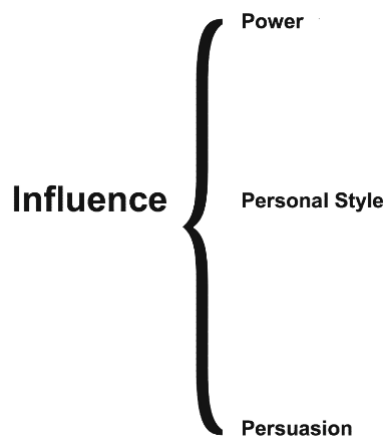
Know what you want from the stakeholder.

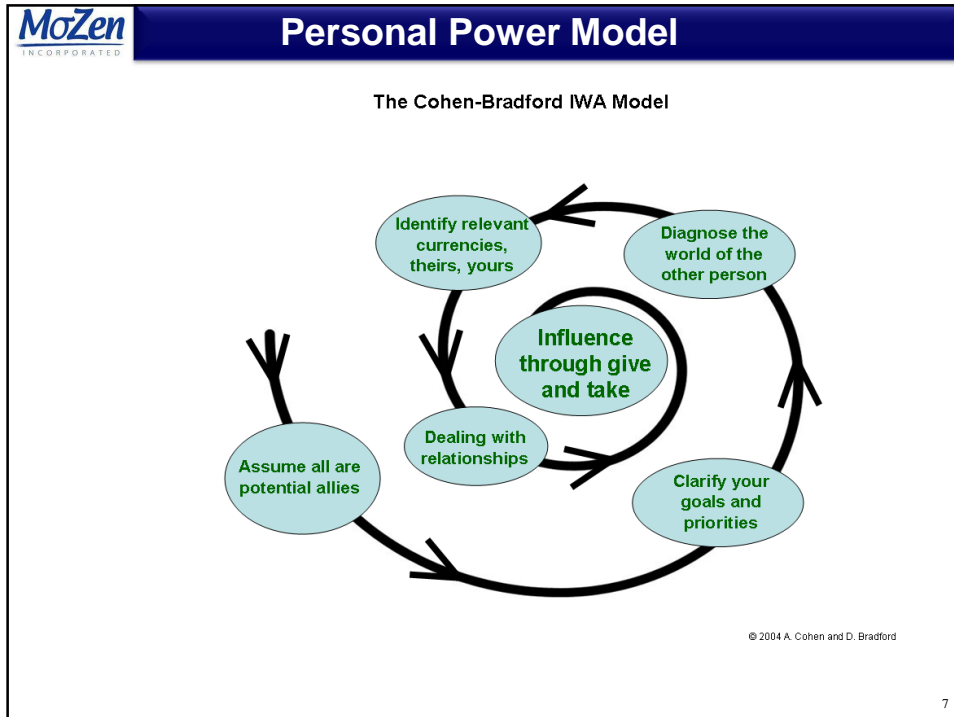
The dimensions of this answer affect the choice of how

You should proceed:

- What are your primary versus your secondary goals?
- Are they short-term or long-term objectives?
- Are they “must-have” needs or “nice-to have” that can be negotiated away?
- Is your priority task accomplishment or preserving/improving the relationship?

## Influence Model





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## Influence

**Use an influence model when faced with one or more of the following conditions:**

- The other person is known to be resistant.
- You don't know the other person or group and are asking for something that might be costly to them.
- You have a poor relationship with the group the other person belongs to.
- You might not get another chance.
- You have tried everything you can think of but the other person still refuses what you want.

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## Thinking strategically about influencing

1. Personal Power (relationship, credibility, common ground exchange/reciprocity, influence)
2. Personal behavior style (yours & theirs)
3. Persuasion (WIIFM/WIIFY/WIIFM & negotiation)



### **MoZen Inc.**

**We help you transform business, people and processes**  
**Contact us at [customer.service@MoZenInc.com](mailto:customer.service@MoZenInc.com)**

