

The Science & Strategy of Moving Your Ideas Forward

WACUBO Business Management Institute
August 2019

Allison M. Vaillancourt, Ph.D.

Vice President, Business Affairs & Human Resources

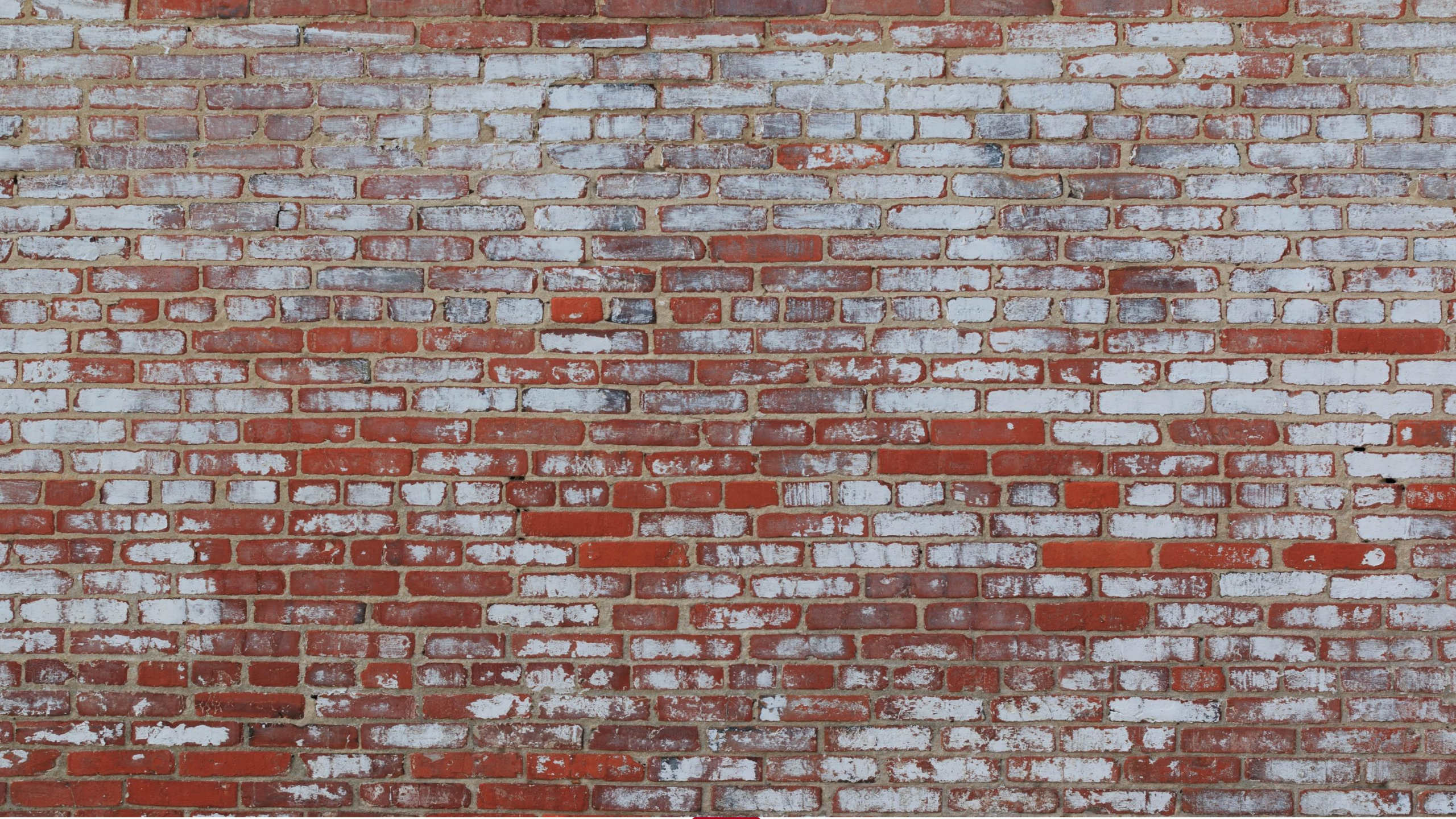
At the end of this session, you should be able to:

1. Assess the factors most likely to influence receptivity
2. Build consensus by identifying mutual interests
3. Understand the power of silence
4. Use language to “own” the conversation
5. Describe the power of third party validation



AGENDA

The image shows a wooden tray containing several wooden blocks with letters and numbers. The blocks are arranged to spell out the word 'AGENDA'. The letters are: A₁, G₂, E₁, N₁, D₂, A₁. There are also several other wooden blocks scattered around the tray, some with letters and numbers, and some with just letters. The background is a light blue color with a subtle geometric pattern of triangles.



How do we
convince
people to go along with
our ideas?





APPROACHES TO INFLUENCE



AUTHORITY:

using formal power



INTEREST-BASED:

responding to underlying needs



POLITICS:

coalitions and alliances



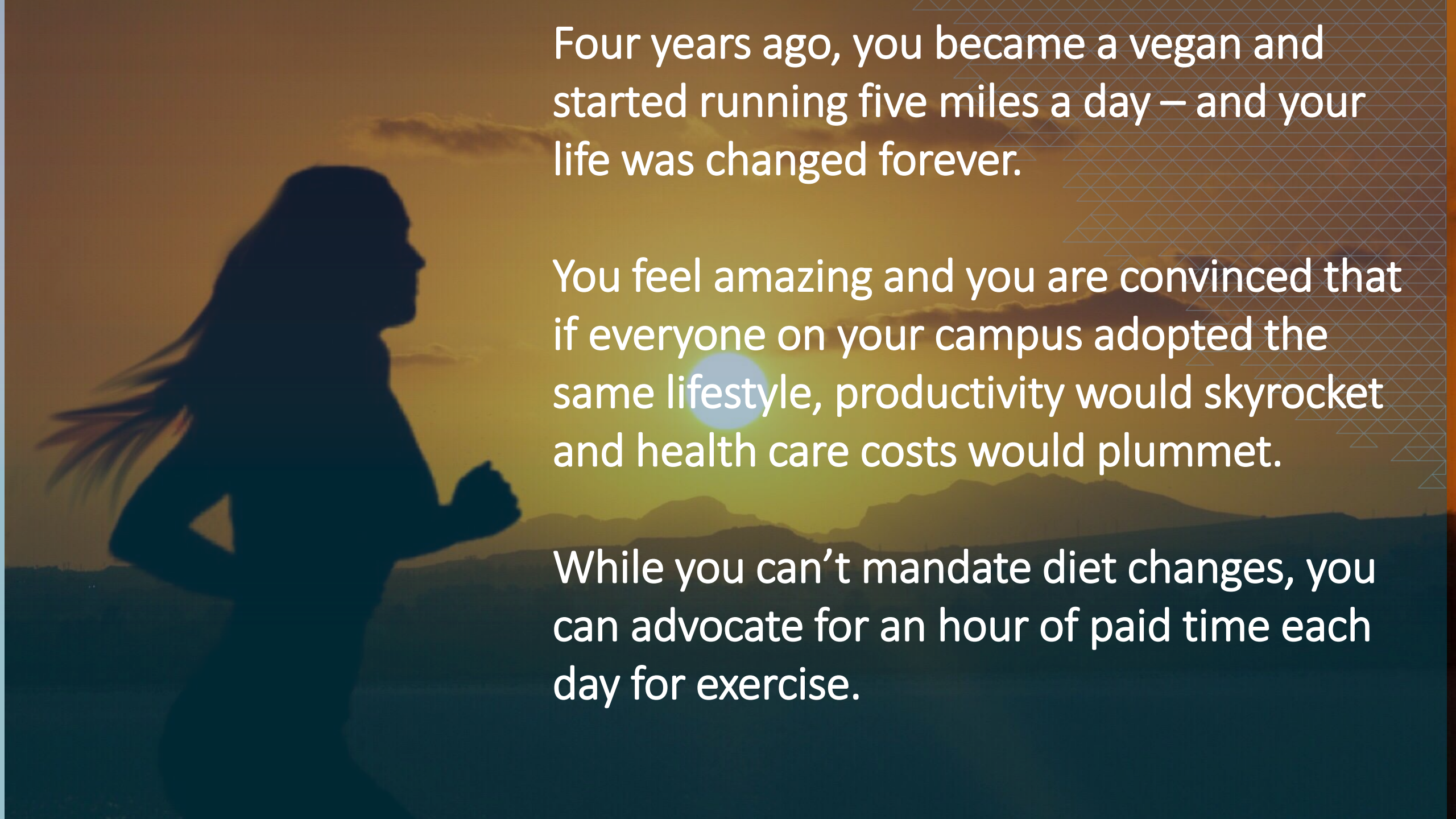
RATIONALITY:

evidence and data



RELATIONSHIPS:

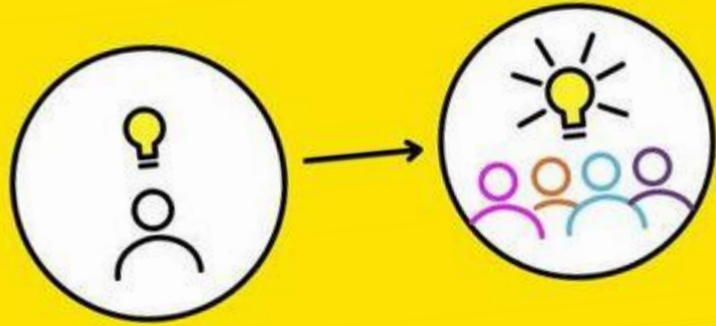
building upon similarities

A silhouette of a person running is shown on the left side of the image, set against a warm sunset background with a sun and mountains. A faint geometric pattern of triangles is visible in the upper right corner.

Four years ago, you became a vegan and started running five miles a day – and your life was changed forever.

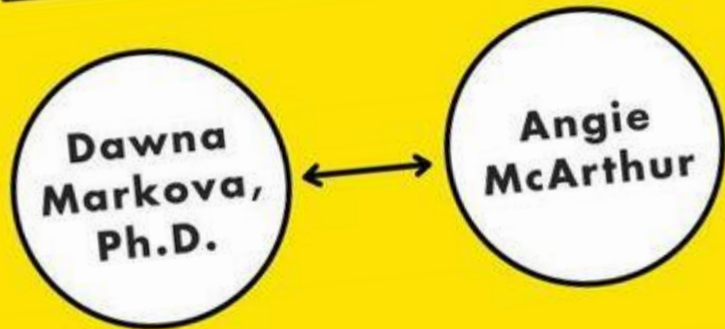
You feel amazing and you are convinced that if everyone on your campus adopted the same lifestyle, productivity would skyrocket and health care costs would plummet.

While you can't mandate diet changes, you can advocate for an hour of paid time each day for exercise.



COLLABORATIVE INTELLIGENCE

Thinking with People
Who Think Differently



ANALYTICAL

*Concerned with data, facts,
being logical and rational*

INNOVATIVE

*Concerned with the future,
newness, possibilities,
strategy, big picture*

PROCEDURAL

*Concerned with process,
operations, logistics, tactics*

RELATIONAL

*Concerned with feelings,
morale, teamwork,
development of people*

The power of
insider status.





What is
**third-party
validation?**



How might you use
**third-party
validation**
to secure the people
you need?

RECIPROCITY – The desire to give back to someone who has given us something

SCARCITY – The desire to have those things that are rare or limited

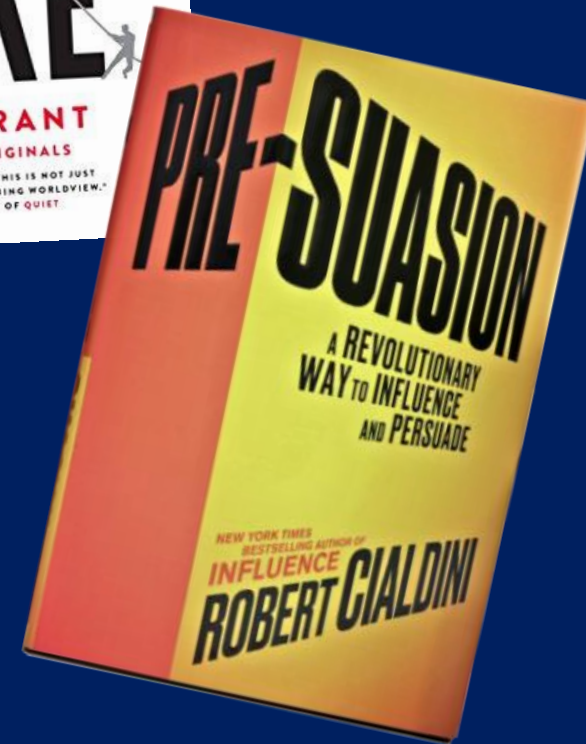
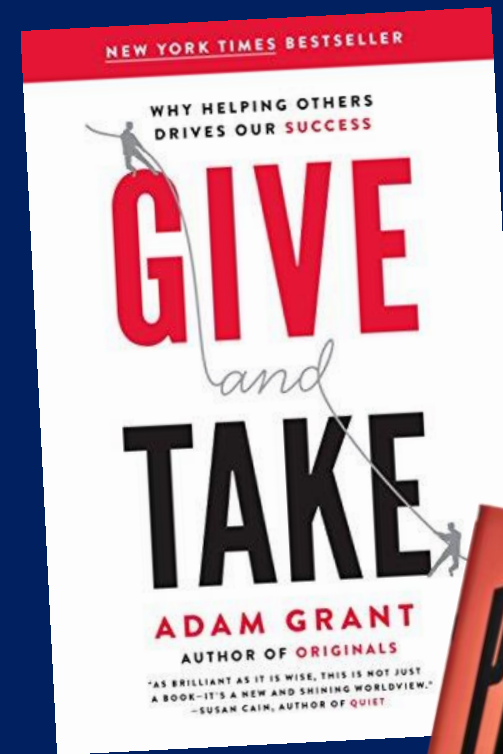
AUTHORITY – The desire to listen to authority figures, even when it is questionable


CONSISTENCY – The desire to be consistent with what we have said or done

LIKING – The desire to say “yes” to those we know and/or like

CONSENSUS – The desire to follow the lead of those similar to us

Lessons from
Robert Cialdini & Adam Grant.



A woman in a white shirt and dark vest is serving food at a buffet table. The table is set with various dishes, including small appetizers on skewers and glasses of water. The background is a dimly lit restaurant with other people and warm lighting. The text is overlaid on the right side of the image.

How will you
win the trust
of the people
running
this operation?

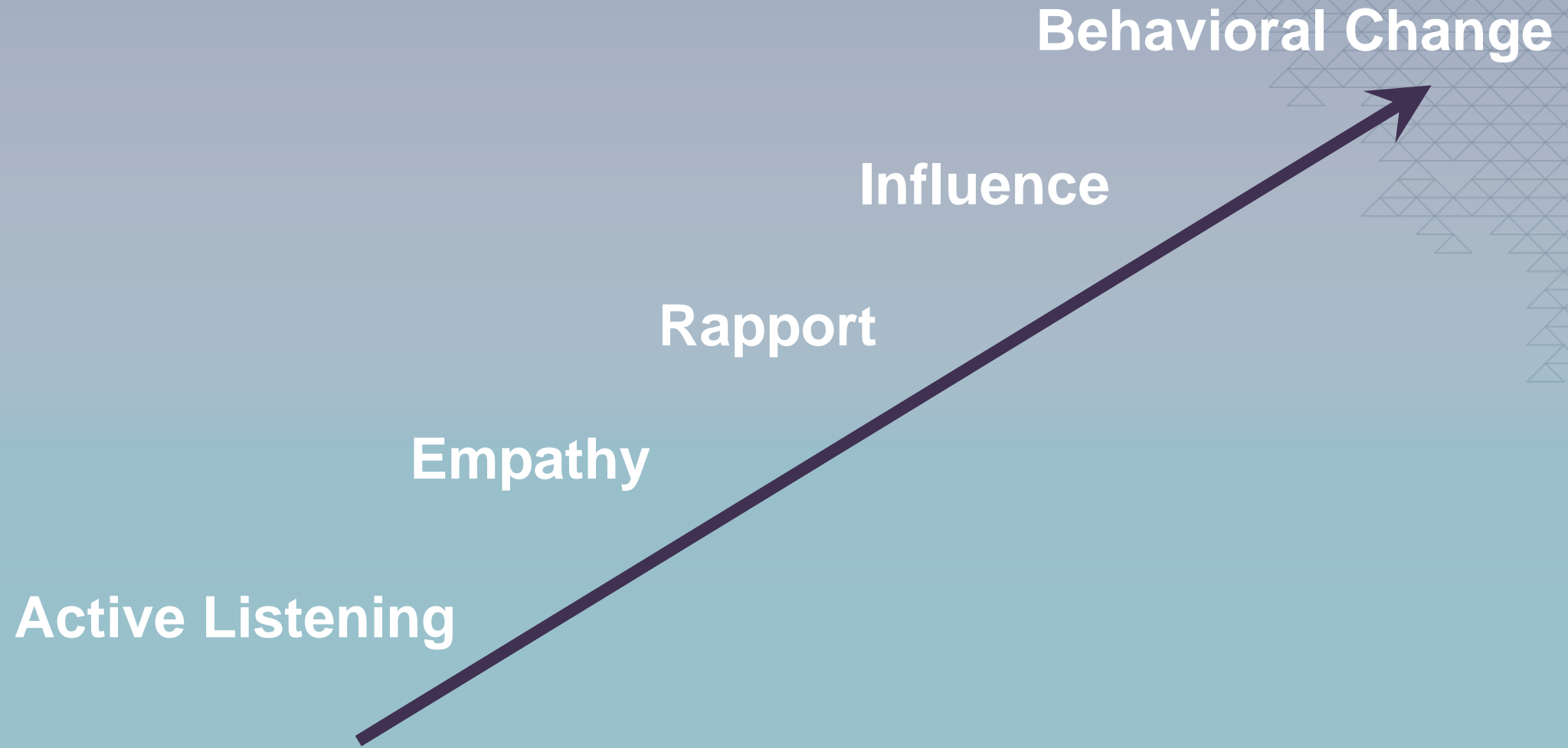


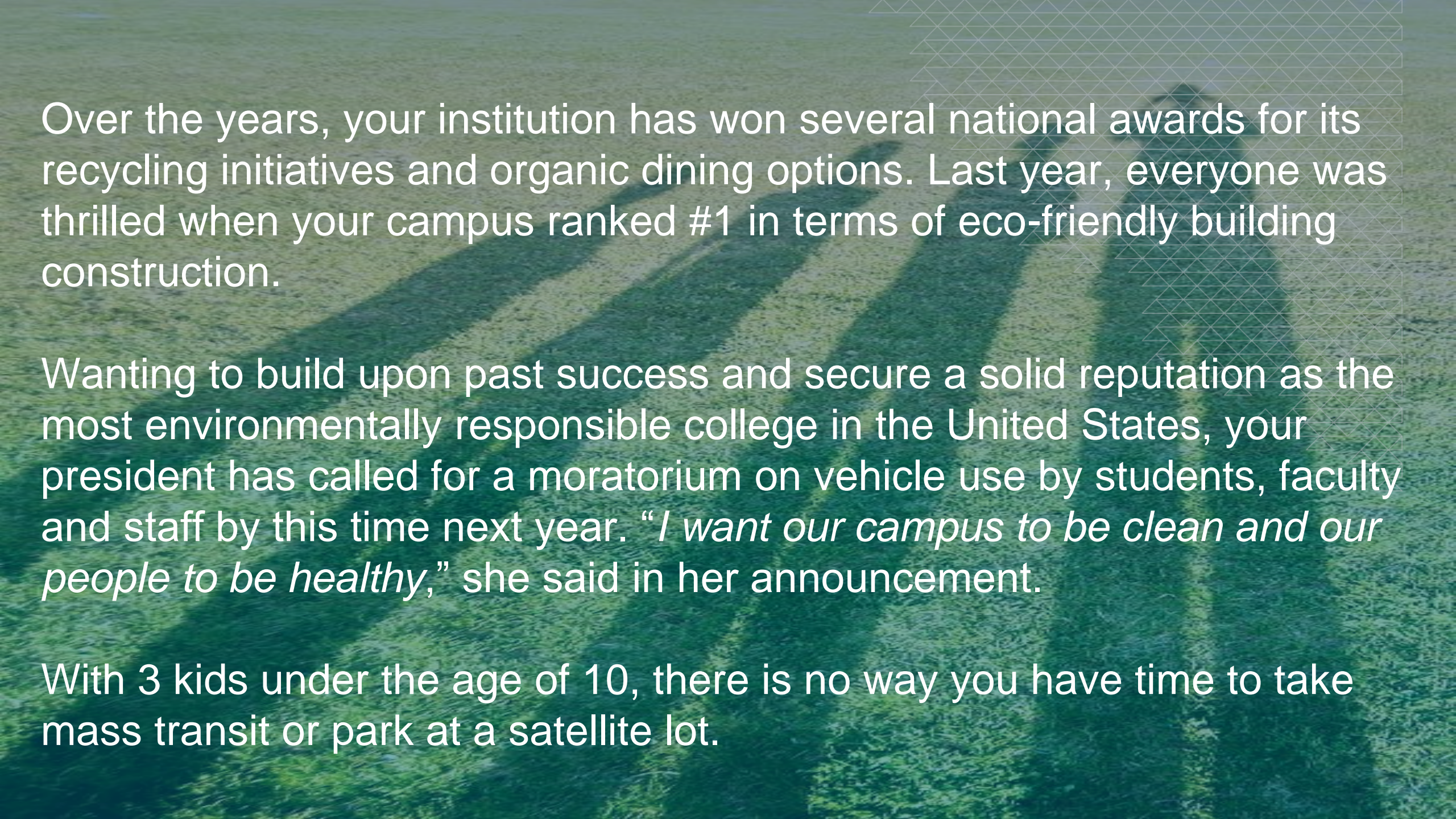
Safety
first.





How will you
overcome
this?



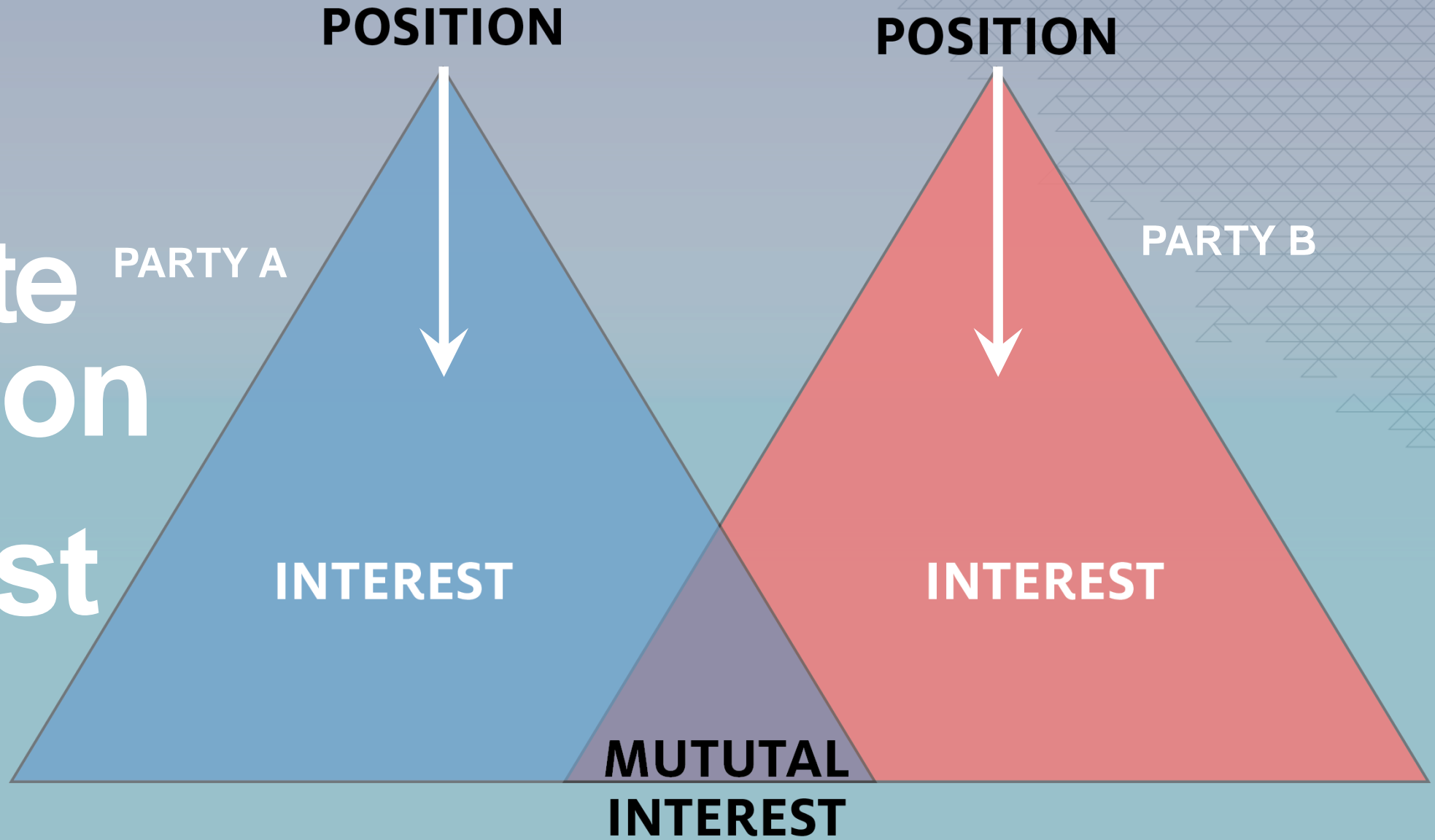
An aerial photograph of a lush green campus with a grid overlay in the top right corner. The grid is composed of thin, light-colored lines forming a pattern of squares and rectangles. The text is overlaid on the image in a white, sans-serif font.

Over the years, your institution has won several national awards for its recycling initiatives and organic dining options. Last year, everyone was thrilled when your campus ranked #1 in terms of eco-friendly building construction.

Wanting to build upon past success and secure a solid reputation as the most environmentally responsible college in the United States, your president has called for a moratorium on vehicle use by students, faculty and staff by this time next year. *“I want our campus to be clean and our people to be healthy,”* she said in her announcement.

With 3 kids under the age of 10, there is no way you have time to take mass transit or park at a satellite lot.

We must
separate
position
from
interest



Own the language.

- Inheritance taxes
- Socialist medicine
- Small coffee
- Social safety net
- School vouchers

