

"Because at our core, we are all social animals, whether we realise it or not, other people have a subtle and surprising impact on almost everything we do. When it comes to our own lives, social influence is as silent as it is powerful. Just because we can't see it, doesn't mean it's not there." - [Jonah Berger](#)

"Most people are concerned not only with what they think of themselves but also with how they are viewed by others. We try to manipulate the impression we make on others so that they think of us in a manner consistent with our own interests." - [Dariusz Dolinski](#)

Insights to increase your social influence

1. It's ok to be distinct

We all have a mixture of a need to conform and be different as well as a need to imitate and a need to avoid imitating. This conflict affects the shape of our careers (ladder vs. squiggly).

When at work do you feel a pressure to conform?

2. Promote personalisation

When we have the opportunity to personalise our work (e.g. crafting our role) we attach more meaning to it. Finding ways for people to personalise can increase your influence.

What are you working on that you could personalise more?

3. Balance new and familiar

When things feel too new they can be scary, but if it feels too familiar it can be boring. Finding work in the middle where it's a bit of both influences people's interest and engagement.

How could you present your ideas at work with this balance in mind?

4. Try out a tactic

1. Foot in the door - make an easy request first to nudge someone towards what you want
2. Door in the face - ask a hard request that is likely to get a 'no', then follow up with easy ask.

What is a low risk work situation where you could try out a tactic?

5. Create connection

People have an emotional attachment to their name. Using someone's name subtly in conversation can create a sense of connection and increase your influence.

Who would it be helpful to increase your influence with?

6. Activate imagination

People are more open to be influenced when you activate their imagination. During interactions, help others imagine situations creatively when pitching your ideas

What projects are you working on that would benefit from this?.



Ideas for action

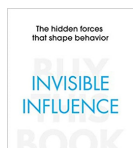
Coach yourself on social influence

1. Who influences me at work?
2. What influences me at work?
3. How can I have a positive influence on others?

Carry out an 'influence' audit

Write out a list of people you work with that you might like to influence and match a 'social influence' technique to a person.

Recommended resources



Invisible Influence: The hidden forces that shape behaviour
by Jonah Berger



Techniques of Social Influence: The psychology of gaining compliance
by Dariusz Dolinski