



Developing your influence ability helps you to achieve more of what matters to you in your squiggly career.

It leads to more successful interviews, makes your asks more effective, and results in more desirable outcomes and actions from the people you work with.

Influence is a learnable skill, we just need the right tools and techniques to do it well.

### Ideas for action



#### 1. Use reciprocity

Robert's research shows that people feel obligated to give back to other people who have given to them first.

You can use this insight to influence people's actions. By thinking about what you can give and being strategic about who and when you share it with, you can build reciprocity into your relationships.

What experience/expertise could you give to others?



Who would you like to build a reciprocal relationship with?



#### 2. Leverage your authority

We trust people who have authority and they influence what we think and do at work.

You can be **in** authority (someone who is in a formal position of power e.g. manager, leader) or you can be **an** authority (someone who has specific knowledge or expertise in an area).

Everyone has the choice to become **an** authority.

Are you more motivated by being 'in' authority or being 'an' authority?



What would you like to become 'an' authority in?



#### 3. Start small

Making a big ask first can backfire. We can build influence into our asks by starting small, getting a 'yes', and then following up with a more significant ask.

Robert's research shows they where you make the ask matters too. People are 16 times more likely to say yes to an in-person ask than one made remotely or over email.

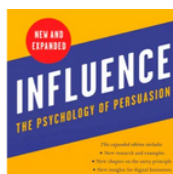
What's a big thing you want someone to say yes to and what smaller asks could you start with?



### Recommended resources



Watch the [LIT Videobook on Influence](#) for an engaging and useful way to learn about the topic.



Read Influence to dive deeper into Robert B. Cialdini's work



Helen and Sarah share insights, ideas, and actions to develop your skills of social influence at work in episode [315](#) of Squiggly Careers.