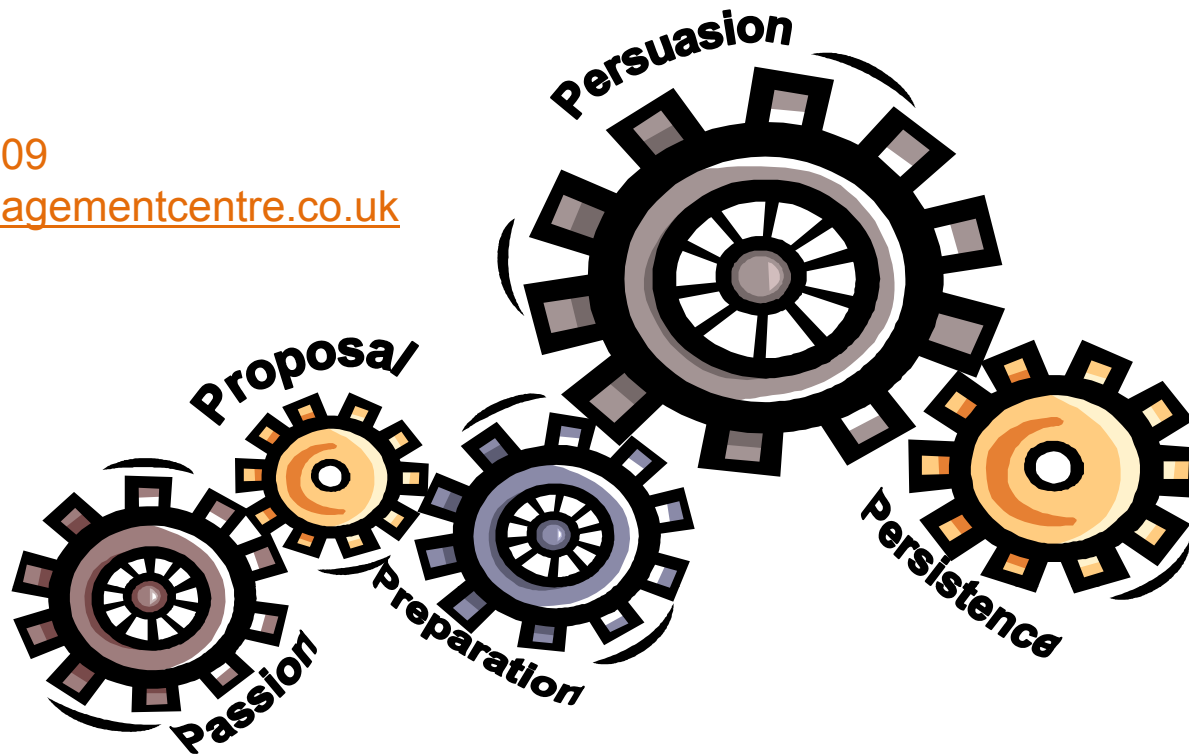


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=mc 5P influence model

| Passion | Proposal | Preparation | Persuasion | Persistence |
|---|---|---|--|--|
| Success in influence begins with your Passion for the cause. One element of this is <i>emotional engagement</i> . If the cause doesn't excite and enthuse <i>you</i> why should it work for anyone else? But, you also need <i>emotional intelligence</i> to focus and organise your engagement. | A Proposal is a way of defining both the problem you'd like the donor to help with and your preferred solution. Your proposal should be one that people can <i>engage</i> with. A starting point in fundraising is often a written document – a case statement or case for support. Remember the four kinds of case. | Influence is messy. Even so, that's no excuse for lack of Preparation . This allows you to plan ahead for different eventualities. That way you minimise the need to think on your feet in mission-critical situations. To prepare well you need a well-formed outcome and a LIM-it framework. | Persuasion is understanding the psychological preferences that will encourage your donor to say "Yes." The key is to respond flexibly is <i>rapport</i> : By understanding the three main communication channels- Visual, Auditory, Kinaesthetic - we improve our ability to influence. | To be a successful influencer you need to know when to keep going with a course of action – Persistence – and when to change and adapt.. Precision questions are essential to deal with the many variations of 'no' – nine in total. And you need mental mentors to ensure you give yourself good advice. |