

INFLUENTIAL COMMUNICATION

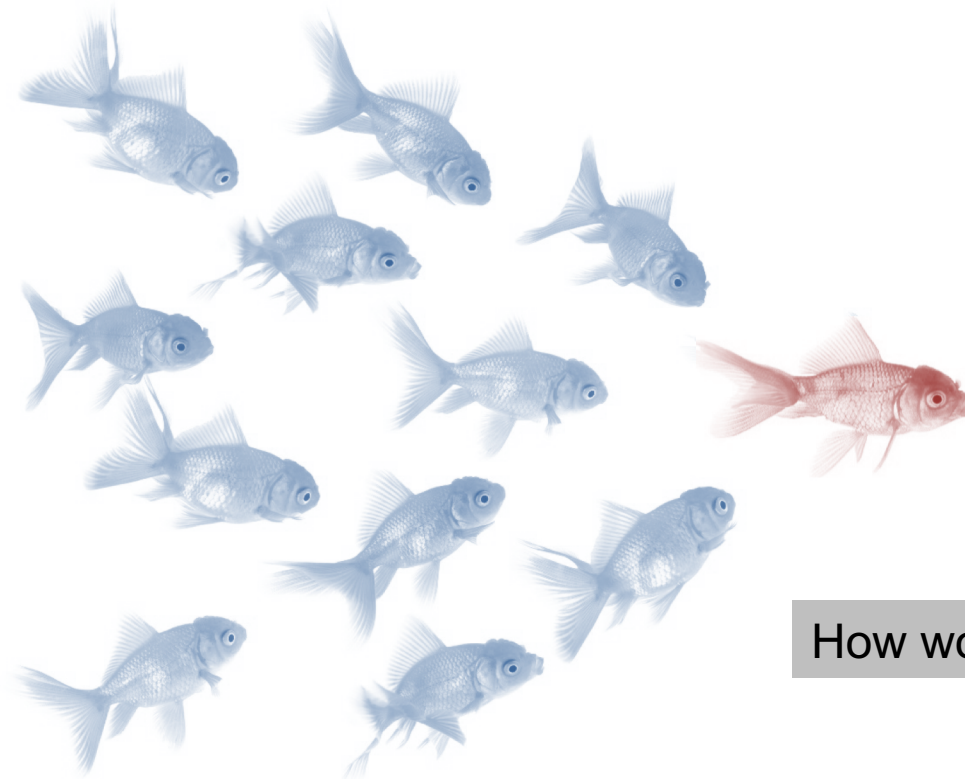
How to increase your influence by asking better questions and listening well.



For this workshop:
Make sure you have a blank sheet of paper and a pen.

Roi Ben-Yehuda

What is influence?



How would you define it?

Studying the legends



Studying the legends



Key differentiator:
Quantity and quality
of questions they ask

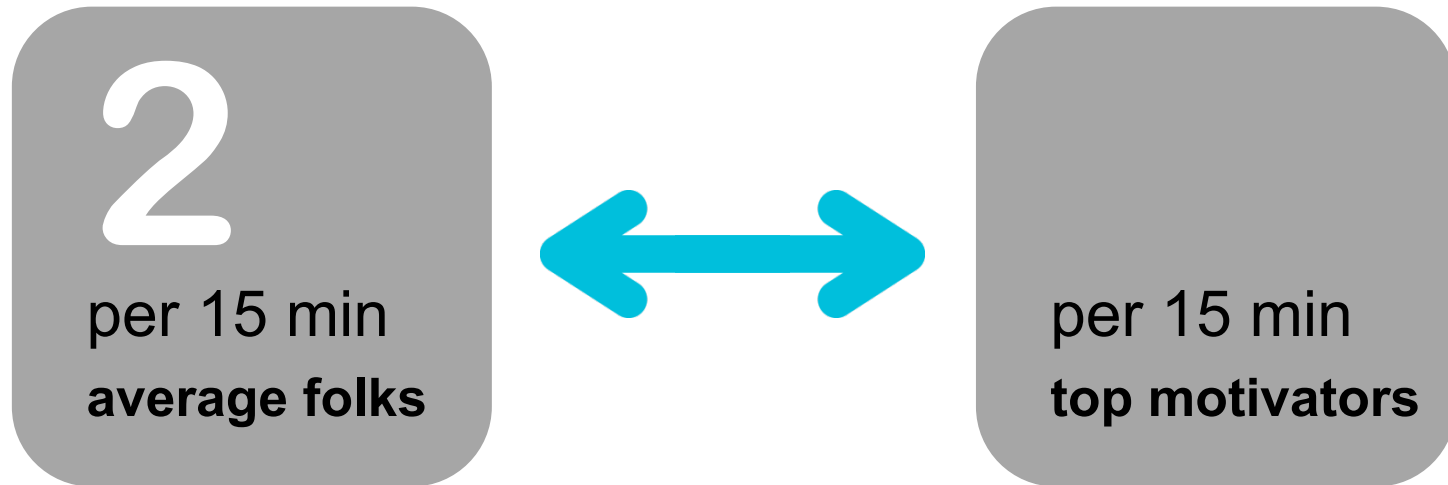
Question quantity

per 15 min
average folks

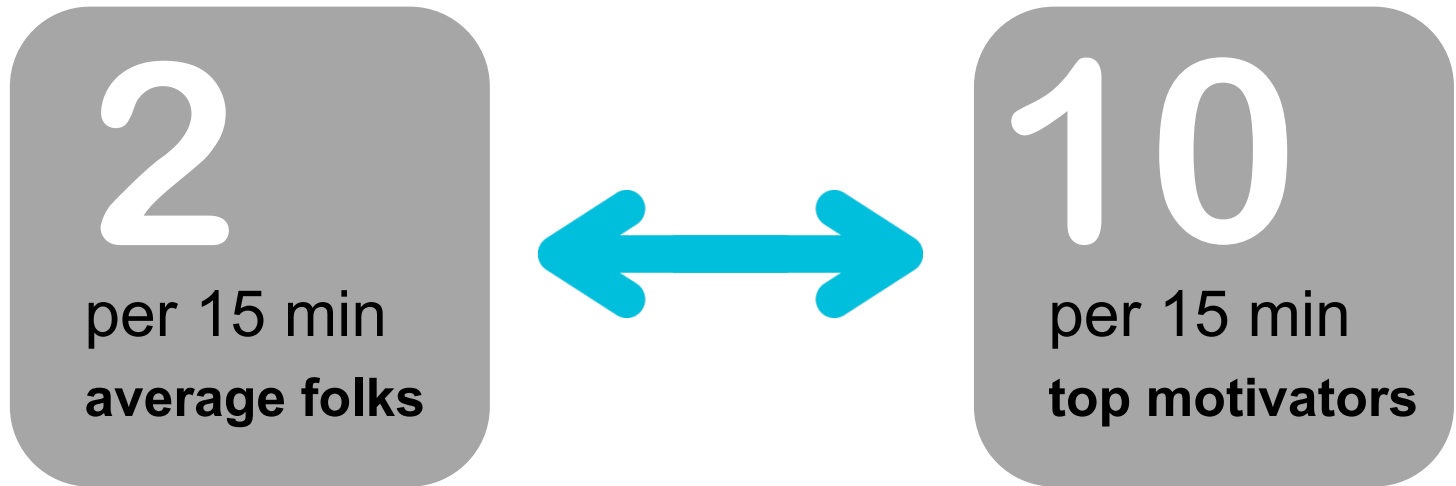


per 15 min
top motivators

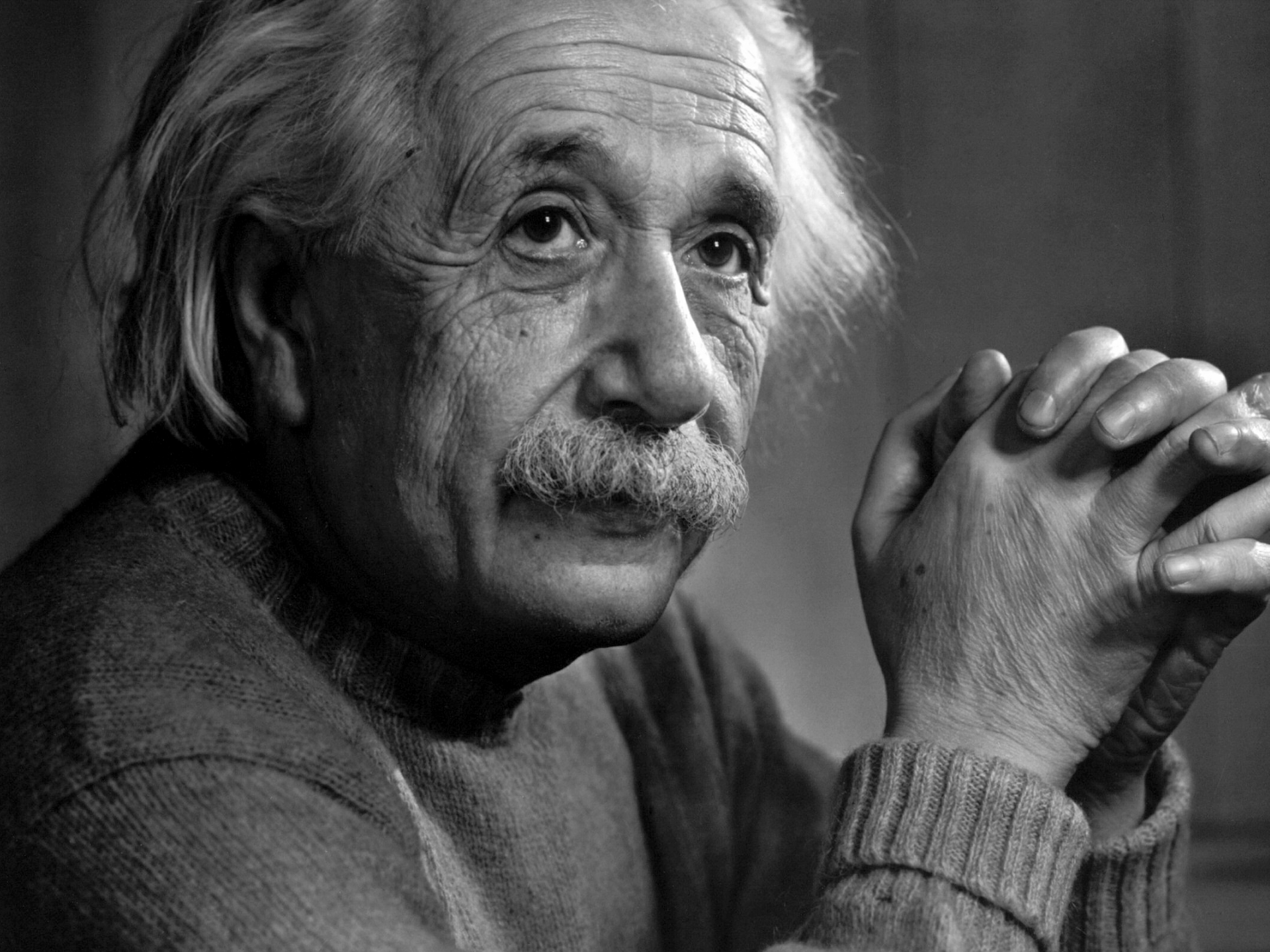
Question quantity



Question quantity



Mission: ask one more question than normal!



You propose an idea and
the reply is...



You propose an idea and the reply is...

Sorry it's just not a good
time. It's not top priority.



You propose an idea and the reply is...

Sorry it's just not a good
time. It's not top priority.

What questions can you ask?



Question agility

Agility: ability to pivot into different questions



TODAY'S TOPICS

1

**Get to
curious**

2

**Ask 4 key
questions**

3

**Pick a
focus!**

Get to curious



How?

1. 20 Questions Technique



Pair up with a partner:

1. 20 Questions Technique



Pair up with a partner:

Write *at least* 20 questions about _____.

- One person is scribe.
- Both people generate ideas.
- 2 minutes.

1. 20 Questions Technique



Key point:

- Best Qs are usually not first Qs.
- Ideate in questions.

1. 20 Questions Technique



It works for anything!
On your own:

1 minute of questions
about your manager.

1. 20 Questions Technique



It works for anything!
On your own:

1 minute of questions
about your manager.

Circle the one you find
most interesting.

Life lesson



- Make **questions mode** your default mode
- Cultivate curiosity
- Think in questions

Life lesson



- Make **questions mode** your default mode
- Cultivate curiosity
- Think in questions

But which questions matter most?

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**Pick a
focus**

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**Ask 4 key
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**Pick a
focus**

The big 4

The big 4

1. Playbacks/ Split-tracks
2. Blur
3. Scale
4. Share the reasoning

The big 4

1. Playbacks/ Split-tracks
2. Blur
3. Scale
4. Share the reasoning

1. Playbacks



“Just to make sure I got it right, you said _____.”

Did I get that right?”

1. Playbacks



Split-tracking

“Okay, I hear a few things: X and Y.

Which one should we focus on first?”

1. Playbacks



Split-tracking

“Okay, I hear a few things: X and Y.

Which one should we focus on first?”

Yes, either I or Jen will get it done. There are a few things I’m still confused about regarding what you need, but I think I can manage it by Friday if my meetings don’t get rescheduled.

1. Playbacks



Split-tracking

“Okay, I hear a few things: X and Y.

Is that right?”

Person 1: What’s been on your mind?

Person 2: Listen, then split-track

How does it earn
influence?

How does it earn influence?

- **Rapport:** person feels heard
- **Alignment:** make sure you are talking about the same thing.
- **Structure:** help people think and speak clearer
- **Speed:** go slow to go fast

The big 4

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2. Blur
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The big 4

1. Playbacks/Split-tracks

2. Blur

3. Scale

4. Share the reasoning

2. Blur words



I will email you the file ASAP.

2. Blur words



I will email you the file ASAP.

2. Blur words



I will email you the file ASAP.

What does mean to you?

2. Blur words



Directions: Get ready to mentally underline as I share my goal with you. My goal is...

What does _____ mean to you?

2. Blur words



I want to become a more playful facilitator.

What does _____ mean to you?

2. Blur words



EXERCISE:

- **Person 1:** What's something that's really important to you at the moment?
- **Person 2:** Playback + what does ___ mean to you? What does ___ mean to you? etc., Pivot...

2. Blur words

I liked your proposal. Good job.

2. Blur words

I liked your proposal. Good job. It's well-organized.

2. Blur words

I liked your proposal. Good job. It's well-organized. There were headers and bullets.

2. Blur words

I liked your proposal. Good job. It's well-organized. There were headers and bullets.

I like how you handled that situation with the Jane.

2. Blur words

I liked your proposal. Good job. It's well-organized. There were headers and bullets.

I like how you handled that situation with the Jane. You were tactful.

2. Blur words

I liked your proposal. Good job. It's well-organized. There were headers and bullets.

I like how you handled that situation with the Jane. You were tactful. You addressed her concerns before discussing your own.

How does it earn
influence?

How does it earn influence?

- **Credibility:** create structure & clarity
- **Problem solving:** identify the real issue
- **Speed:** get to the point faster

The big 4

1. Playbacks/Split-tracks

2. Blur

3. Scale

4. Share the reasoning

The big 4

1. Playbacks/Split-tracks
2. Blur
3. Scale
4. Share the reasoning

3. Scaling questions



‘I’m not really digging your idea.’

3. Scaling questions



‘I’m not really digging your idea.’

- On a scale from 1-10, where does it fall?

3. Scaling questions



‘I’m not really digging your idea.’

- On a scale from 1-10, where does it fall?
- What would it take to move it from 6 to a 7?

Here's my idea...

Sorry it's just not a good time. It's not top priority.



Scale: On a scale from 1-10...
What would it take to move it 1 point?

Here's my idea...



Scale: What would make this 10% better?

How does it earn
influence?

How does it earn influence?

- **Buy-in:** Unlock and get folks to co-create solution(s) with you.
- **Progress:** create shared vocabulary around progress.
- **Credibility:** increase perceived competence by demonstrating improvement.

The big 4

1. Playbacks/Split-tracks
2. Blur
3. Scale
4. Share the reasoning

The big 4

1. Playbacks/Split-tracks
2. Blur
3. Scale
4. Share the reasoning

4. Reasoning questions



4. Reasoning questions



4. Reasoning questions



Ask questions to understand the logic behind their thinking.

4. Reasoning questions



Ask questions to understand the logic behind their thinking.

- Can you walk me through your thinking on that?
- What led you to that thought?
- What is important to you about that?

4. Reasoning questions

Think about someone who made a decision you don't agree with....

4. Reasoning questions

Think about someone who made a decision you don't agree with....

What might their reasoning have been?

4. Reasoning questions

Think about someone who made a decision you don't agree with....

What might their reasoning have been?

Goal = zoom out! Examining the reasoning helps you create an **innoculation** statement

4. Reasoning questions

oops!

Examining the reasoning helps you avoid the **backfire effect**.

How does it earn
influence?

How does it earn influence?

- **Conflict resolution:** find common ground and propose ideas that benefit all parties
- **Reciprocity:** get them to ask (and want to hear) about *your* reasoning
- **Persuasion:** learn what matters to them so that you can appeal to their interests

The big 4

1. Playbacks/Split-tracks
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3. Scale
4. Share the reasoning

The big 4

1. Playbacks/Split-tracks
2. Blur
3. Scale
4. Share the reasoning
5. What Q would you add?

Let's put it together

Playback/Split-track



So, xyz?

Blur



*What does ___
mean to you?*

Scale



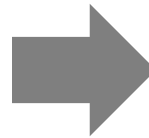
*On a scale from...
...Move it 1 point?*

Reasoning



*Can you walk me
through you thinking...*

Need-Forwards



*So you need/want..
How might we..*

Next Step



*What is the next
(smallest) step?*

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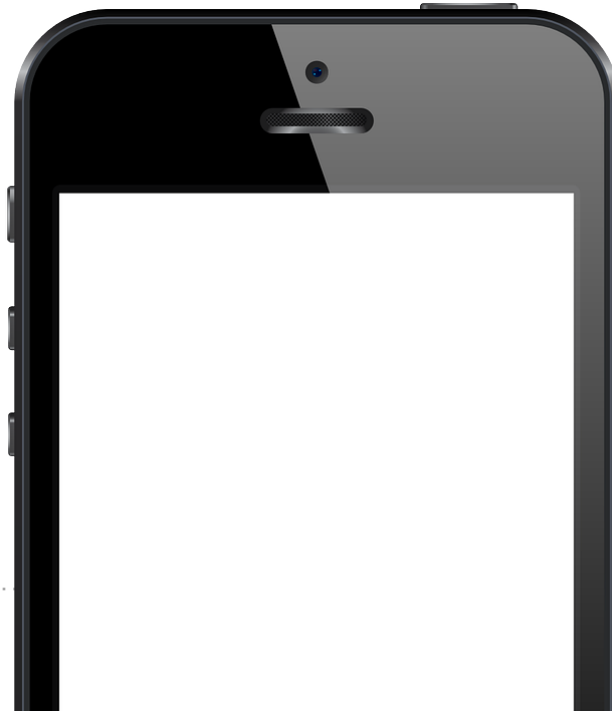
THIS WEEK



- **Q-step:** ask one more question than usual (can be your snowball question)
- Do **playbacks + split-tracks**

Summary

- **Grab** your phone or computer
- **Type** http://bit.ly/influential_q
- **Email:** roi@lifelabslearning.com



Thanks!

**LIFELABS
LEARNING**



QUESTIONS?

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Thanks!

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QUESTIONS?

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