
Impact and Influence

Definition

Must be able to make an impact, persuade and influence individuals or groups in order to gain support and action for ideas, proposals or initiatives put forward in order to achieve a specific objective or result.

Key Words: Persuasiveness; Credibility; Assertiveness.

Behavioral Indicators:

1. Convinces individuals and groups to support decisions with persuasive arguments
 2. Makes a favorable impression that encourages others to listen and be responsive.
 3. Displays confidence and strong beliefs and opinions.
 4. Excites the audience and keeps them interested.
 5. Is confident and persuasive.
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PROFICIENCY LEVELS: Impact and Influence

LEVEL I

- Takes time to create favorable impressions.
- Convinces others of the viewpoint or proposals being made, with assistance of others in authority.
- Has limited impact on the audiences addressed.
- Makes an impact on peers and colleagues but is limited in terms of influencing old experts or more senior members of staff.
- Uses one and the same set of persuasion tools and techniques in all situations.
- Is able to get a point across without offending others.
- Uses information or data effectively to persuade and support a position.

LEVEL II

- Creates favorable first impressions quickly.
- Is confident and persuasive.
- Maintains audience interest during discussion, presentations and meetings.
- Supports and defends proposals made, and convinces others of the benefits and value of the proposals presented.
- Uses an in-depth understanding of the interactions within a group to move towards a specific agenda
- Uses direct persuasion in a discussion or presentation.

LEVEL III

- Persuades large and opposing audiences to agree with the proposals made.
 - Uses a wide variety of interpersonal “styles” and communication methods to gain agreement or acceptance of the idea, plan decision or service being presented.
 - Is seen as being authoritative and trustworthy when explaining and presenting difficult concepts and proposals.
 - Readily influences and impacts on audiences of a wide variety of different backgrounds and uses a wide variety of persuasion tools and techniques to do so.
 - Motivate subordinates to accomplish assigned tasks and missions.
 - Mediates peer conflicts and disagreements.
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