



# Influencing Authentically

## Be compelling with great effect

Influencing is about understanding yourself and the effect or impact you have on others. All relationships are two-way and influencing is how we can consciously change how others perceive us. Perception is reality. It doesn't matter what's going on internally for you - if it isn't perceived by the other person then it doesn't exist, other than in your mind.

Being able to exert influence requires the ability to stand your ground and be flexible at the same time. You should not be forceful or demanding so that others are manipulated into seeing your view of the world. Influencing is instead about developing confidence, clarity and empathy as communicators, so that others are invited, persuaded, and directed to understand your ideas and intentions. To influence others, we ask participants to consider the possibilities being presented and imagine themselves taking up the proposition.

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\*Sample only

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[P] +61 7 3870 8433

[info@performancefrontiers.com](mailto:info@performancefrontiers.com)

[performancefrontiers.com](http://performancefrontiers.com)

