



## INFLUENCE BUILDER: PRACTICAL TIPS TO INCREASE INFLUENCE

The way we influence others matters. Influence probably has a bigger impact on success in every area of life than most people realize. Yet, we don't learn how to increase influence through courses at school.

\*When Dale Carnegie began teaching people “how to win friends and influence people” in 1934, Leon Shimkin from Simon & Schuster decided his ideas were worth writing down. The resulting book, ***How to Win Friends and Influence People*** by Dale Carnegie, is one of the first best-selling self-help books ever published. It has sold over 15 million copies worldwide since it was first published in 1936.

All of us have room to grow, so here are some **practical tips** to help you increase your influence.

- **Be friendly:** A genuine smile and joyful greeting go a long way toward making you approachable and pleasant to work with. Take time to say “good morning” or invite someone to join you for a cup of coffee. Engaging people in simple, friendly ways is an investment that builds relationships.
- **Show you care:** People love to hear their own name, so use it in conversation. Show others that you are sincerely interested in them by tuning in and asking questions about them. Get to know their goals, interests and challenges. Be a good listener and use what you learn to find ways to serve them.
- **Be grateful:** Give honest and sincere appreciation for others—their work, ideas, support and inspiration. If you have to provide constructive feedback, focus on the behavior and not the person. Soften it by starting with praise or mentioning your own mistakes first.
- **See things from others' point of view:** Show respect for the opinions of others. Avoid arguing. Show understanding and present your ideas in ways that take their interests into account.

For more ideas from Dale Carnegie, take a look at “Secrets to Success” at [dalecarnegie.com/dale\\_carnegie\\_training\\_secrets\\_of\\_success/](http://dalecarnegie.com/dale_carnegie_training_secrets_of_success/)

For a step by step approach to understanding your influence style and what you can do to grow, we recommend this article on Forbes.com, “Five Steps to Increase Your Influence” by Susan Tardanico at: [forbes.com/sites/work-in-progress/2011/12/21/five-steps-to-increase-your-influence/](http://forbes.com/sites/work-in-progress/2011/12/21/five-steps-to-increase-your-influence/)

\*How to Win Friends and Influence People, Accessed on Nov 21, 2014 on Wikipedia.com