

INFLUENCING CHANGE



As featured on [The HR Uprising Podcast](#).

Here are 6 influencing shortcuts that can be used to legitimately persuade people to want to change.



AUTHORITY

We are more likely to be convinced by those we consider to be legitimate experts e.g. Legal, Government or Senior figures.



CONSENSUS

Sometimes known as social proof, we are more likely to want to follow the lead of those we believe are like us e.g. Case Studies or Online reviews.



CONSISTENCY

Most people prefer to be seen as consistent and want to say yes to things. Focus people on what is remaining consistent e.g. staying the same in a change.



LIKING

It is much easier to be influenced by people that we like and perceive to be genuine. Take the time to build rapport with people before communicating change



RECIPROCITY

The sense of fair exchange is a well-known motivator for people, offering something in return for change can be a powerful influencer



SCARCITY

People tend to be motivated to act now if there is a perceived risk of missing out or a limited timeframe

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