

Elite Influence For In-House Lawyers



APPLIED INFLUENCE GROUP

DLA Piper - WIN Programme
18th September 2018



Welcome to this Applied Influence Group Event Workshop.

Dear delegate,

Today you will gain an understanding of some of our methodology, delivery methods and most importantly, the value we bring to our clients; improved performance and profitability. We are a team of elite influencers and all former or current specialist Military Intelligence personnel. We gained our expertise in the most high stakes and extreme environments, such as influencing members of the Taliban, senior military leaders and politicians on military intelligence operations. We now use our skills, tools and expertise to improve the performance and profitability of individuals and businesses. There are less than 100 people in the world with our expertise; the best of those now work for the Applied Influence Group.

Why Influence? Because it is at the core of performance and success. Influence is defined by the ability to change an individual or organisation's behaviours, thinking, actions, emotional state, etc. In business, where success is determined by your ability to influence others, you can increase your performance and profitability by improving your influence ability.

At Applied Influence Group, we create Elite Influence Practitioners; those who plan, engage and adapt to each interaction with precision and skill, maximising the opportunity and creating long term, sustainable business relationships. They do this using a range of tools and techniques that were borne out of extreme environments and which have been stress tested beyond business. You will discover some of these tools and techniques on this event workshop and understand how you apply them in your own work. Congratulations on taking your first steps towards becoming an Elite Influence Practitioner!

Emma Dutton MBE

MANAGING DIRECTOR

Contents

Introduction

The Value	06
Business Outcomes	07

Profiling

09

Influence Mapping	10
DNA of Influence	12

Internal Influence Factors

15

Emotional Levers	16
Desires and Fears	17
Video Analysis	18
Framing	19

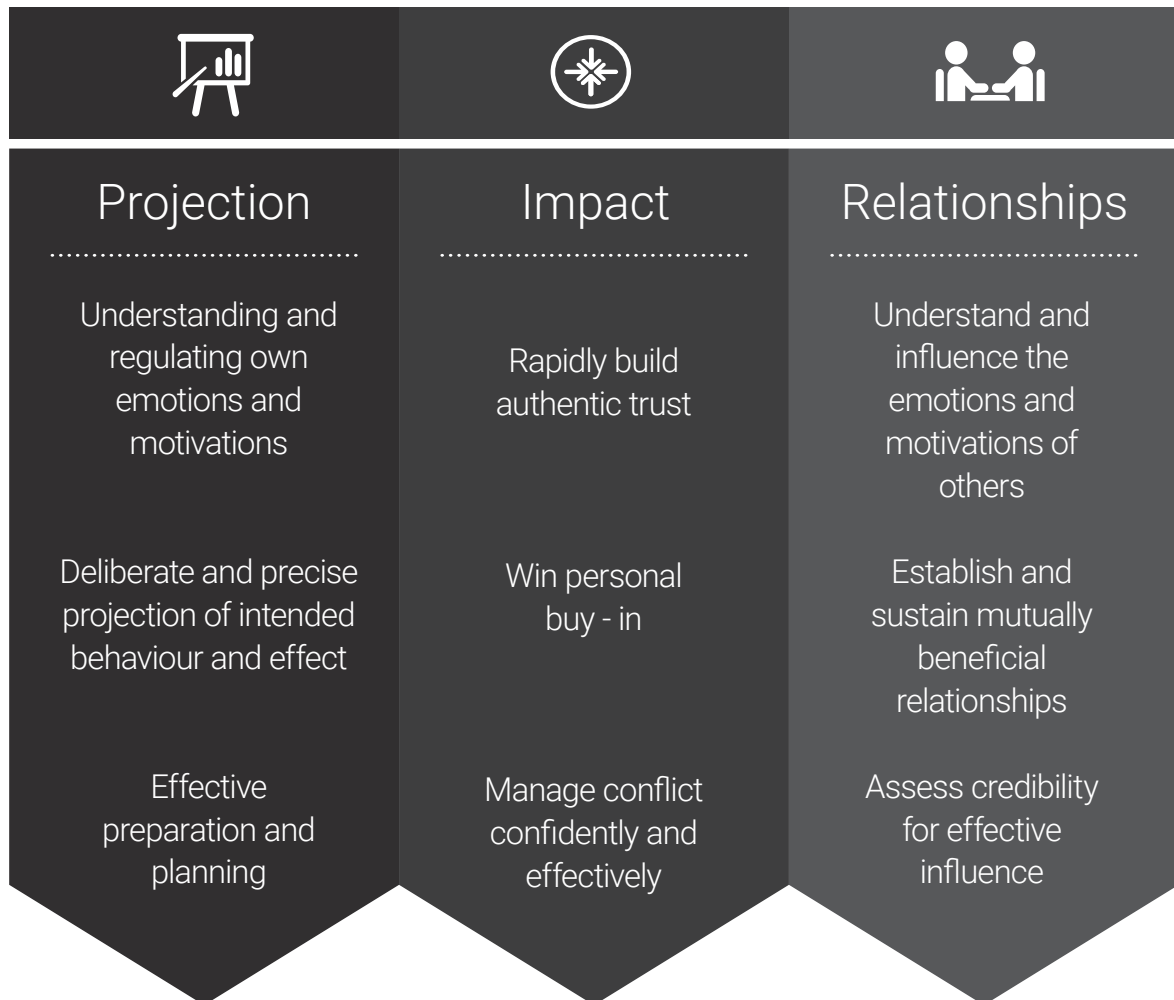
Planning

21

Short Term Influence Plan (STIP)	22
Further Reading	25
The Applied Influence Group Team	26
Applied Influence Group Services	28

The Value

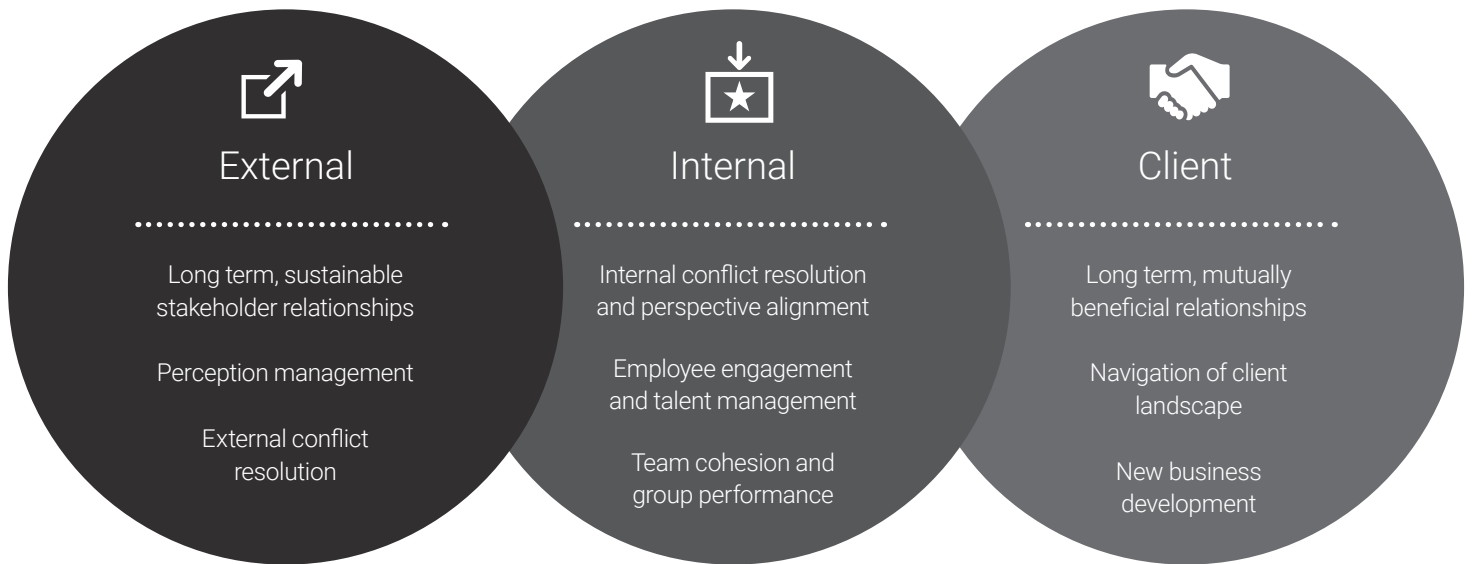
These are the nine competencies of an Elite Influence Practitioner.



The Business Outcomes

Influence is at the core of successful performance: it is the ability to affect positive change in another individual or organisation. Elite influence is effecting change with precision, skill and deliberation.

Some valuable business outcomes of elite influence are:

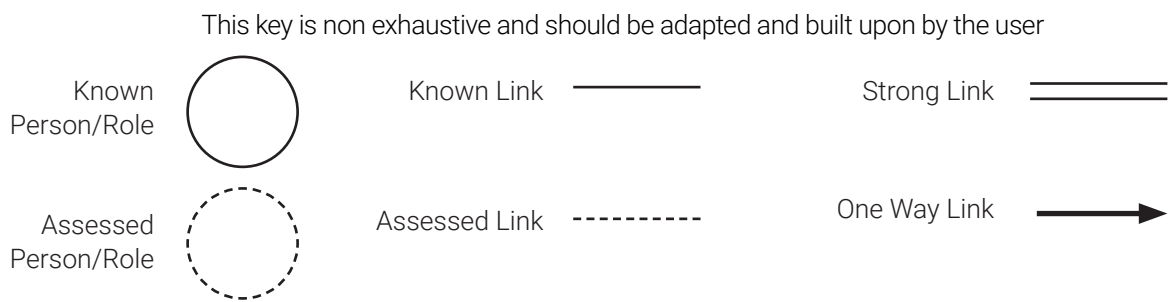




Profiling

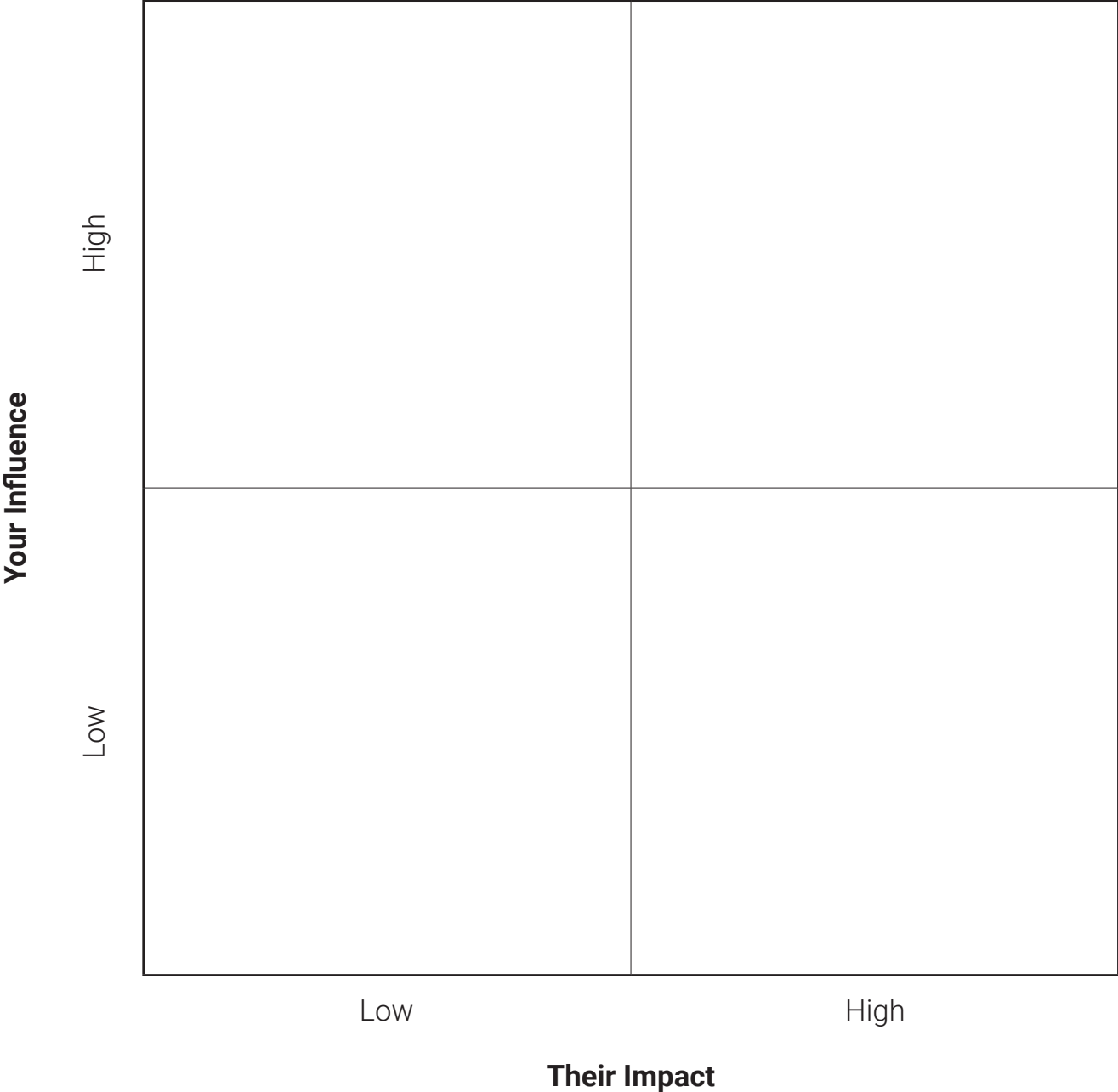
Influence Mapping Tool

Stage 1 – Link Analysis

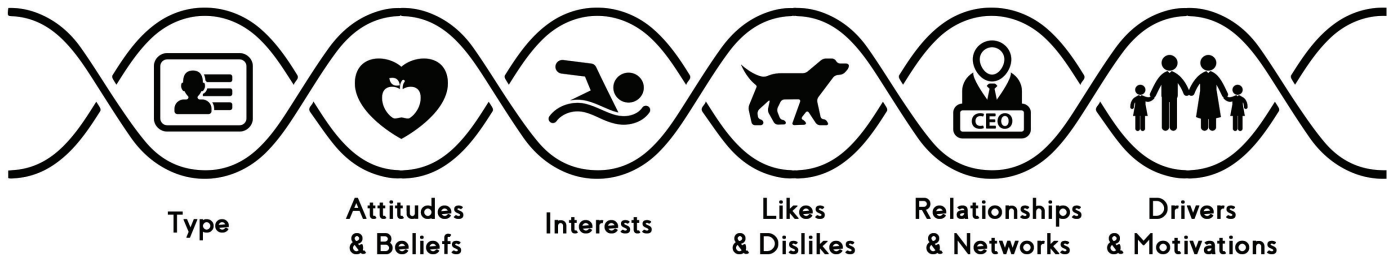


Influence Mapping Tool

Stage 2 – Influence & Impact Analysis



The DNA of Influence



Notes

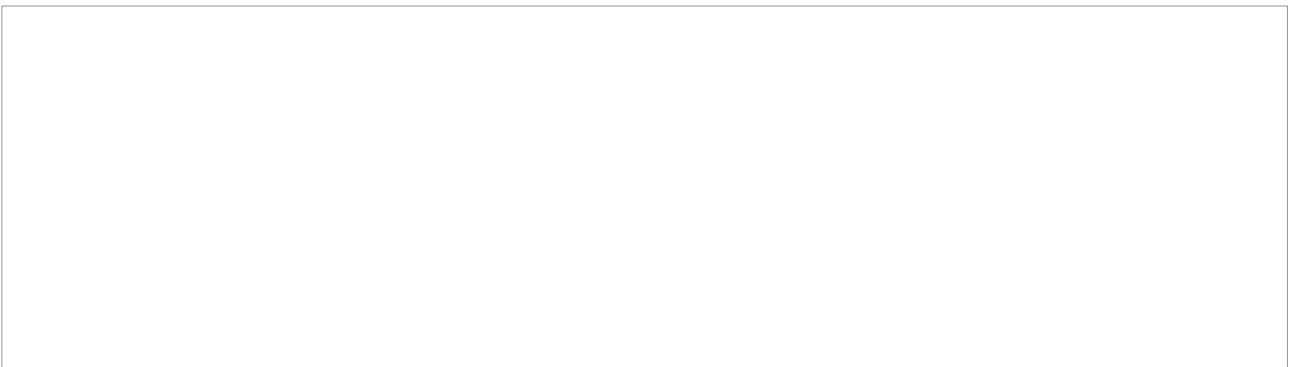
Type

Attitudes and Beliefs

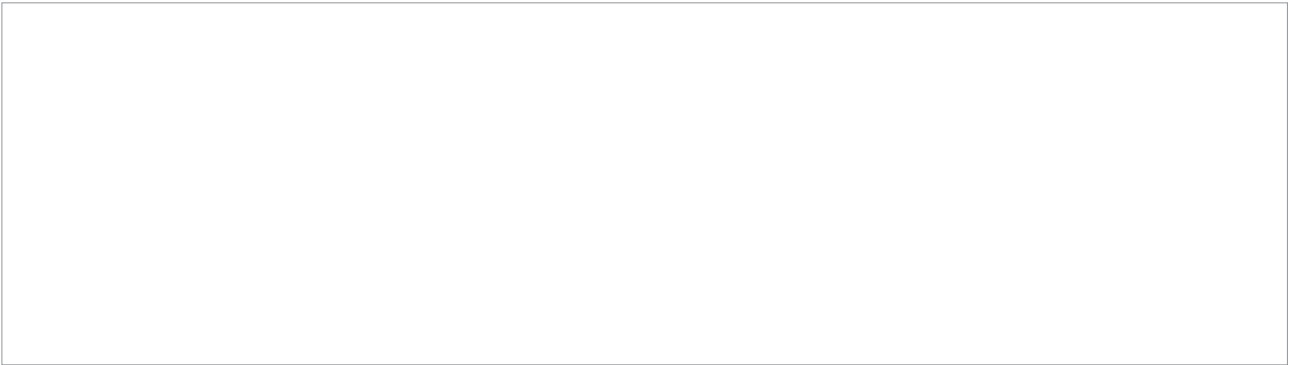
Interests



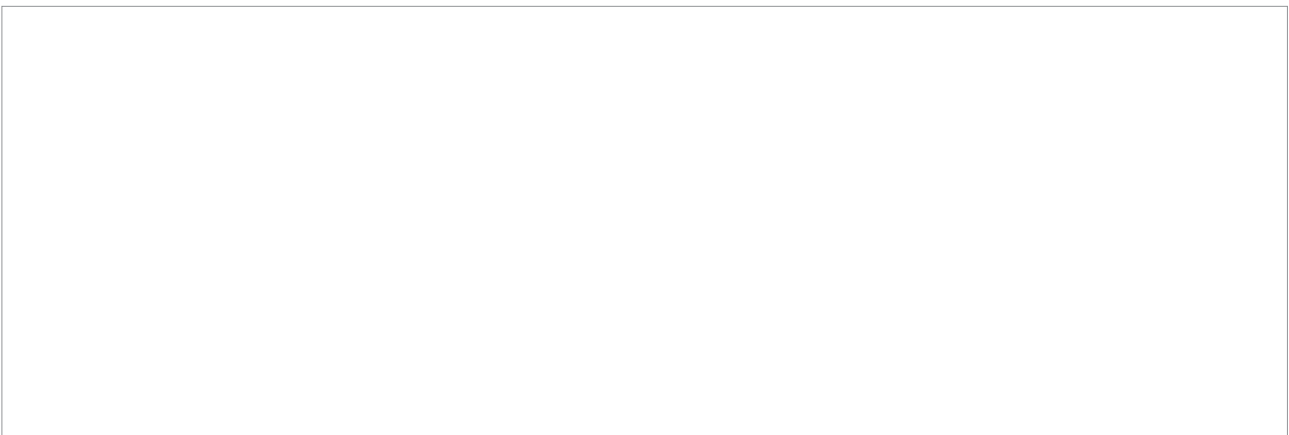
Likes and Dislikes



Relationships and Networks



Drivers and Motivations





Internal Influence Factors

Emotional Levers



**Emotional
Pressure**



Outcome



**Motivations
Behaviours**

Desires & Fears

Desires

- Power
- Status
- Independence
- Vengeance/Winning
- Acceptance
- Order
- Saving
- Honour
- Idealism
- Social contact
- Curiosity
- Tranquility
- Romance
- Eating
- Physical Activity
- Family

Fears

- Impotence
- Insignificance
- Reliance
- Defeat
- Criticism
- Uncertainty
- Loss
- Dishonour
- Cynicism
- Loneliness
- Boredom
- Chaos
- Loss of love
- Starvation
- Infirmity
- Loss of Family

Ref: Stephen Reiss

Video Analysis

Desires

- Power
- Status
- Independence
- Vengeance/Winning
- Acceptance
- Order
- Saving
- Honour
- Idealism
- Social contact
- Curiosity
- Tranquility
- Romance
- Eating
- Physical Activity
- Family

Fears

- Impotence
- Insignificance
- Reliance
- Defeat
- Criticism
- Uncertainty
- Loss
- Dishonour
- Cynicism
- Loneliness
- Boredom
- Chaos
- Loss of love
- Starvation
- Infirmity
- Loss of Family

Ref: Stephen Reiss

Framing

	Gain Frame	Loss Frame
Desire		
Fear		

Ref: Daniel Kahneman



Planning

Short Term Influence Plan (STIP)

What do I want to achieve in this interaction?

How do I need to adjust the subject's frame?

What is most relevant from the subject profile for this interaction?

What topics do I have to engage the subject with? What topics will I avoid?

How am I going to adapt the situation/environment to help me?

What influence style am I going to use?

What external and internal influence tactics am I going to use?

What could happen? What could go wrong? What could go right?



Further Reading

Applied Influence Group's methodology has been developed using published material to support the experience developed by our team's own experience over many years. The following are a small selection of the books we have found useful.

- **Daniel Goleman** – Emotional Intelligence & Working with Emotional Intelligence
- **Dr Robert Cialdini** – Influence: The Psychology of Persuasion
- **Thomas Harris** – I'm Ok You're Ok
- **Paul Ekman** – Unmasking the Face & Emotions Revealed
- **Robert de Board** – Counselling for Toads
- **Daniel Pink** – Drive
- **Matthew Syed** – Bounce
- **Steve Peters** – The Chimp Paradox
- **Jonathan Haidt** – The Righteous Mind

Team



Emma Dutton MBE

MANAGING DIRECTOR

Emma served as an Engineer Officer in the RAF before transitioning to the influence capability of Military Intelligence. Over five tours of Afghanistan, she was placed in leadership and governance roles, leading teams to collect life-saving information. After a realisation that she was using the same influence skill set and methodology in her interactions with politicians and military commanders as she was with the Taliban, Emma co-founded the Applied Influence Group. She was honoured with an MBE in 2015 for her service in Afghanistan.



Jason Murtagh

HEAD OF OPERATIONS

Jason served 27 years in the Royal Navy leading logistics teams around the world, including a tour at the Royal Naval Leadership Academy as a lead instructor. Later in his career, he moved into the influence capability of Military Intelligence, serving three operational tours of Afghanistan. With vast experience coaching junior influence practitioners across a range of operations, Jason was responsible for multilateral international operations within the influence capability. Today, he now leads the Applied Influence Group's operations function.

Ian Leman

INFLUENCE CONSULTANT



Ian spent 12 years in the RAF, including three tours of Afghanistan leading teams on military intelligence operations. Afterwards, he used his influence expertise on defence liaison operations in the Middle East, dealing with an array of influence challenges and complex environments. After being selected as a senior leadership instructor at the RAF's officer academy to develop the future leaders of the Royal Air Force, Ian brings specialist knowledge of cultivating leadership and team performance to the Applied Influence Group.



Kyle Hughes

INFLUENCE CONSULTANT

Kyle spent 12 years in the British Army honing his intelligence skills in the most demanding of operational environments. After serving across the globe as an intelligence analyst, he transitioned to the influence capability and led highly sensitive operations over multiple tours in Afghanistan, before becoming lead instructor for the influence capability at the Defence School of Intelligence. Today, Kyle brings his extensive experience of developing Elite Influence Practitioners to the Applied Influence Group, with a particular interest in emotional intelligence and studying the influence factors present in every-day society.



Dan Connors

INFLUENCE CONSULTANT

Dan joined the Applied Influence Group after 22 years in the British Army, where he served in a variety of specialist intelligence roles around the world. After refining his operational influence skills, Dan transitioned into capability development and trained the future generations of military influencers and analysts. Having gained his Post-Grad Certificate in Education, Dan now brings his passion for life-long learning to his role leading research, development and innovation at the Applied Influence Group.

Our team of highly experienced consultants, facilitators and coaches have deployed on multiple Military Intelligence operations across the globe, influencing the most resistant of individuals and organisations.

Applied Influence Group Services



Consultancy

Your company's most complex and difficult influence challenges are easily solved with the help of our methodology and expertise: we provide an innovative and comprehensive approach to the human factor of any business challenge. Our experts are on-hand to guide and support your organisation through the creation and execution of an influence strategy that delivers measurable results



Influence Skills Workshops

We build elite influence ability on your terms – in other words, the skills that allow you to execute your influence strategies within any given scenario. With that in mind, we take time to understand your influence challenges before customising our methodology and delivery to increase our impact. Each workshop is followed by a period of consolidation and personalised coaching to ensure long-term results.



Influence Strategy Workshop

Our Strategy Workshops build your company's capacity to develop actionable and measurable influence strategies. The result is a precise, efficient and revealing method to effect change. Simple and highly practical, these workshops equip you with both frameworks and a shared language. Each workshop is followed by a period of consolidation, to ensure the long-term, sustainable results



Single Workshop

These bite-sized workshops, over half a day, focus on specific influence challenges. They are dynamic, fast-paced sessions, which apply our methodology in practical challenges, building elite influence ability along the way. They are designed to be highly interactive, with immediate results.

Thank you.



info@appliedinfluencegroup.com
www.appliedinfluencegroup.com