
Developing Effective Communications and Influencing Skills for Project Professionals

Audrey Ezekwesili

Definitions

COMMUNICATION

- “Communication is the giving, receiving, processing and interpretation of information”.
APM Body of Knowledge, 5th Edition

INFLUENCING

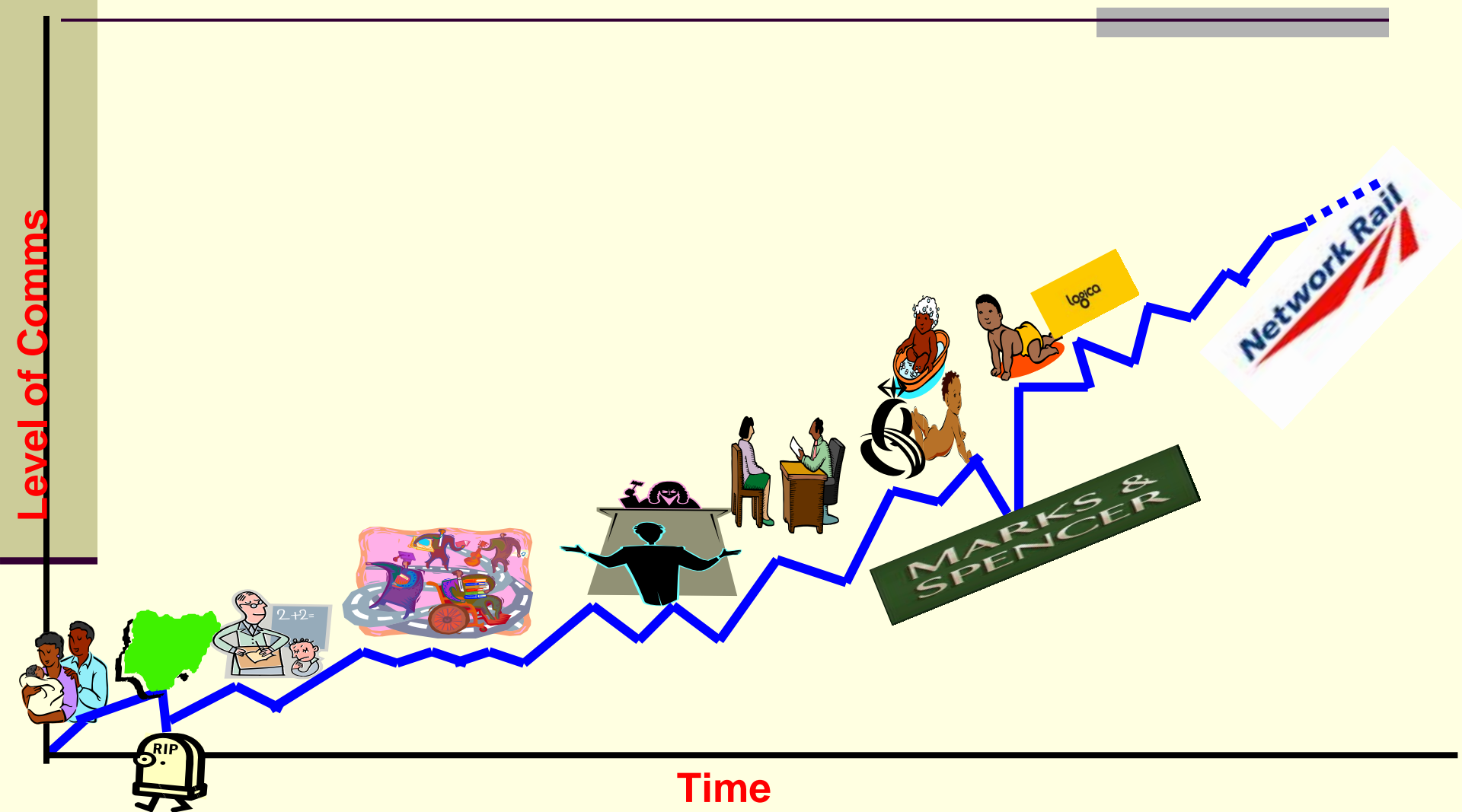
- “To affect the way that someone thinks or behaves, or to affect the way that something happens”. MacMillian Dictionary

Highlights

- Practical Communications and Influencing Skills
- Managing relationships and negotiating the politics of Organisational life
- Selling yourself in interviews and achieving personal or business results

My Story

Once Upon a time...

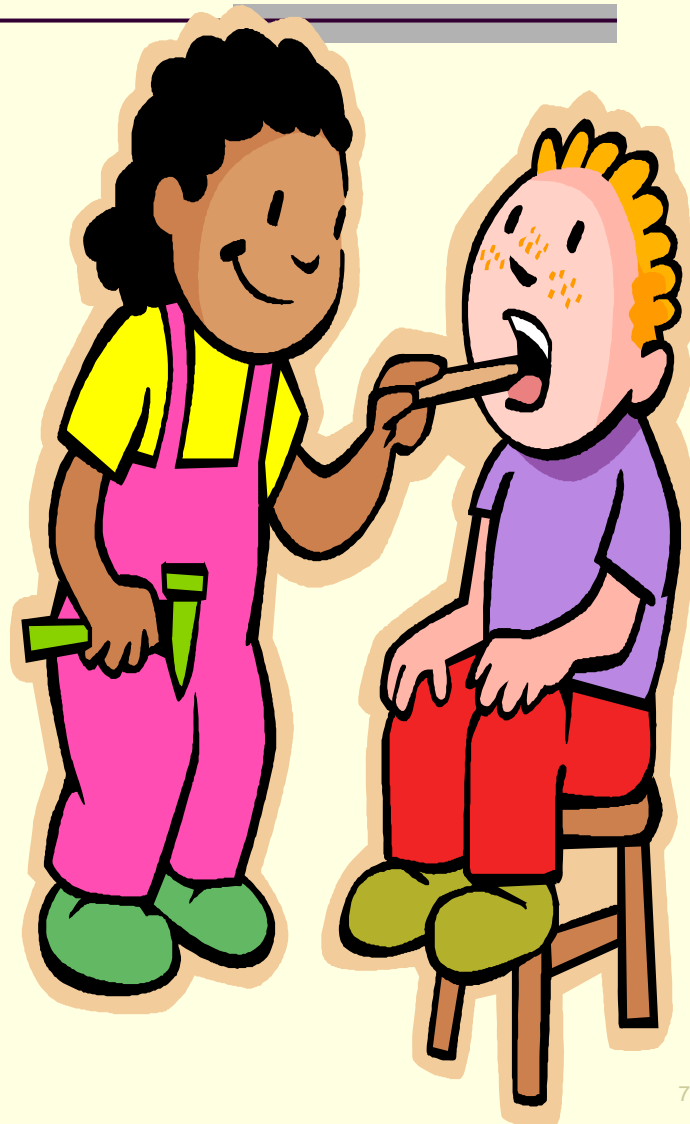


What I've learnt on
the journey so
far....

Developing Effective Comms & Influencing Skills...

STILL

- **S**tory telling (& Selling)
- **T**ools to Comms/Influence
- **I**nfluence with Emotion
- **L**isten (and Question)
- **L**earn from Others



1. Story Telling (& Selling)



2. Tools to Communicate / Influence

- The 55:38:7 rule
- Network
- Public Speaking
- Building Rapport
- Pay attention to “Culture”
- Talking to yourself / Visioning
- Image Management



2.1. Image Management & the 10 sec rule

- *“Your image or perceived level of attractiveness has a significant amount of influence on your success”*
- *“Your Body Language & Physical appearance will boost you to the top or keep you among the majority of people in the middle”*

- Kevin Hogan. Talk your Way to the Top: Successful Secrets to effective Communications



2.2. Image & Discrimination

- The **IAT** measures *implicit* attitudes and beliefs that people are either unwilling or unable to admit to.
- Weight IAT
- Skin-tone IAT
- Age IAT
- Disability IAT
- Total of 14 IATs
- **Dare you to try**

3. Influence with Emotion...not Logic

just



- IQ = 120; EQ = 0!

3.1. Develop a higher EQ than IQ

SELF AWARENESS

Emotional self-awareness
Accurate self-assessment
 Self-confidence

SELF MANAGEMENT

Emotional Self-Control
 Transparency (honest/
 trustworthy)
 Adaptability
 Achievement Orientation
 Initiative
 Optimism

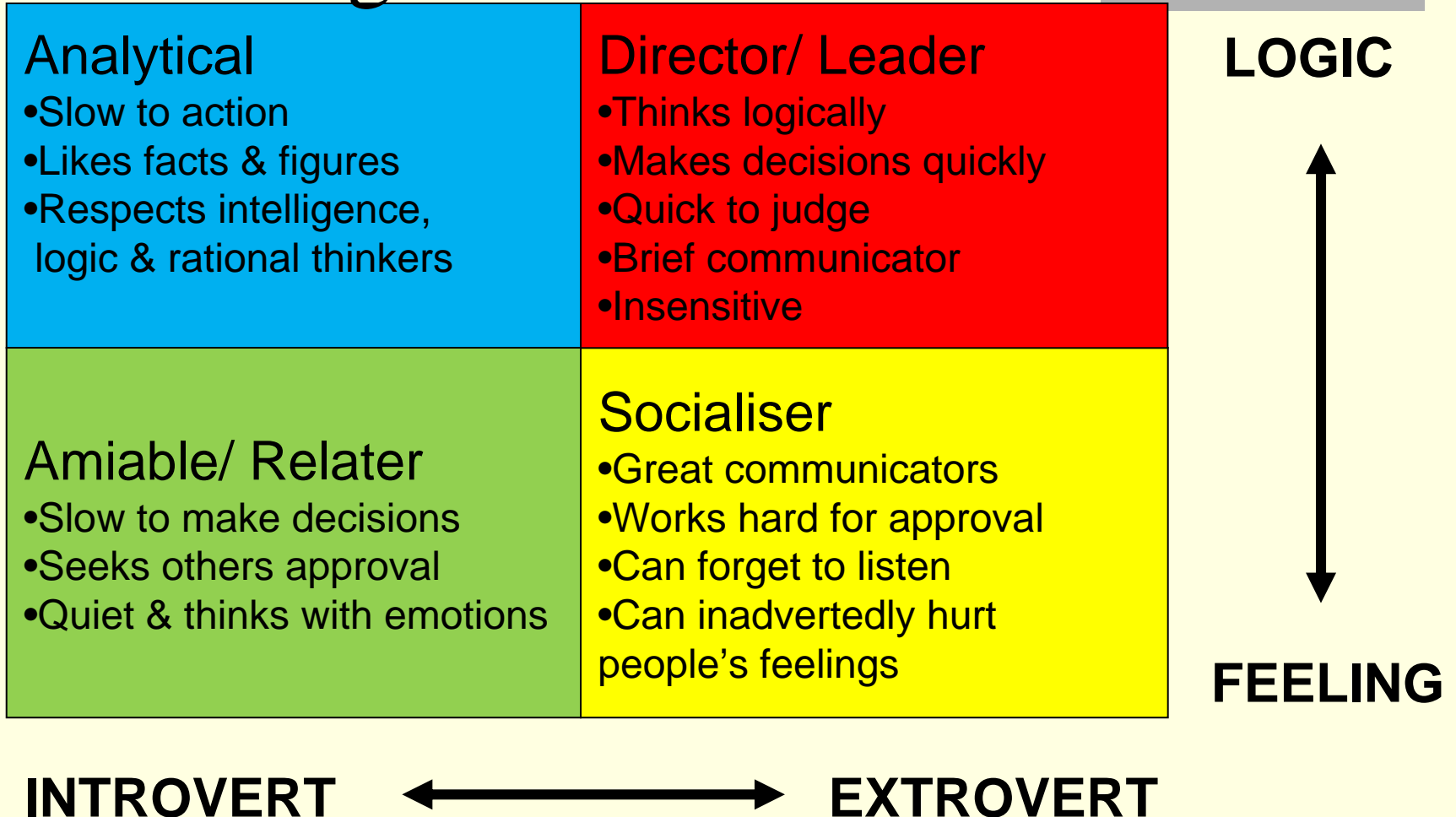
SOCIAL AWARENESS

Empathy
 Organizational Awareness
 Service Orientation

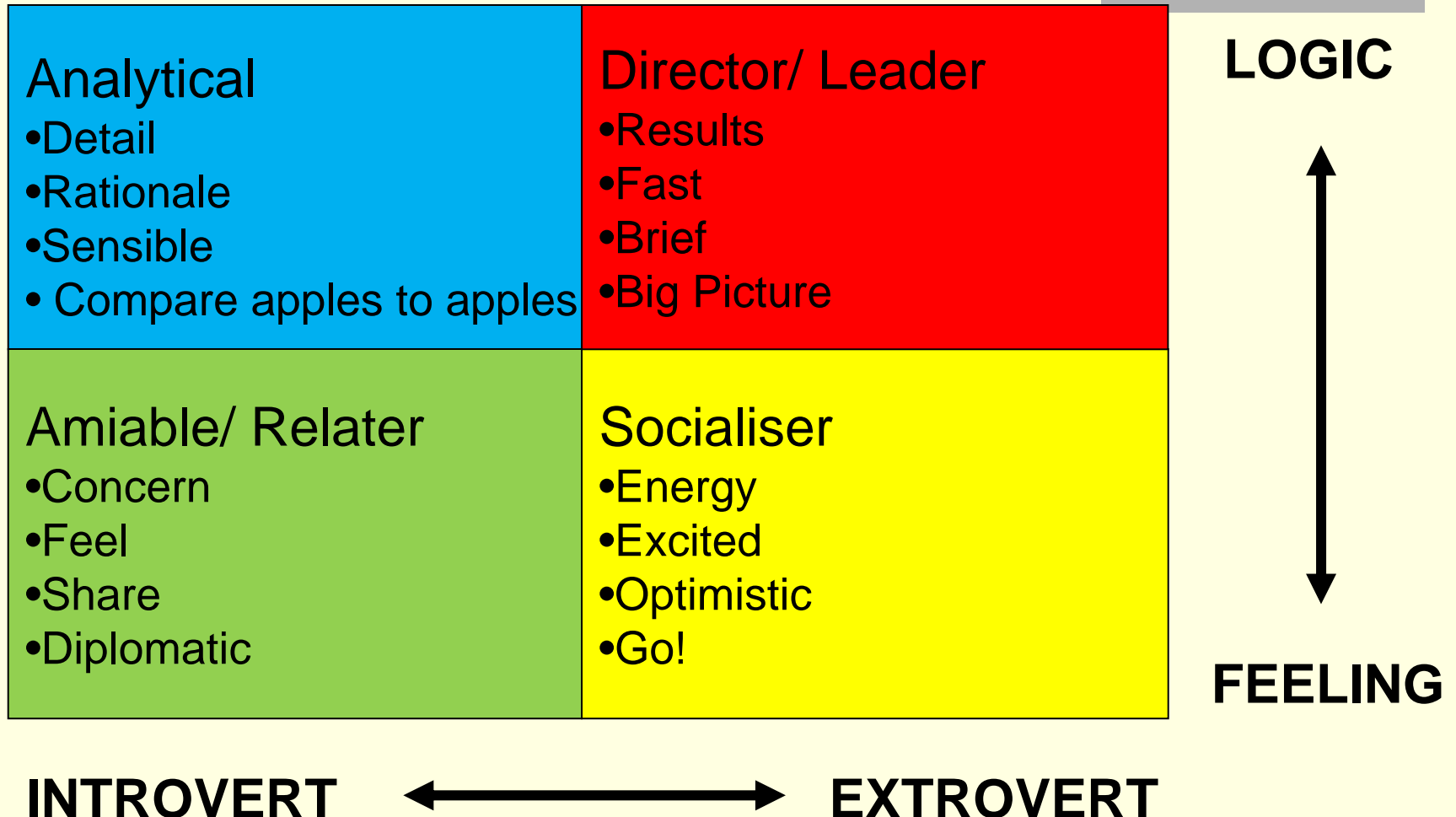
RELATIONSHIP SKILLS

Developing Others
 Inspirational Leadership
 Influence
 Change Catalyst
 Conflict Management
 Teamwork & Collaboration

3.2. Talk on the other person's wavelength



3.3. Keywords/ Phrases for managing relationships

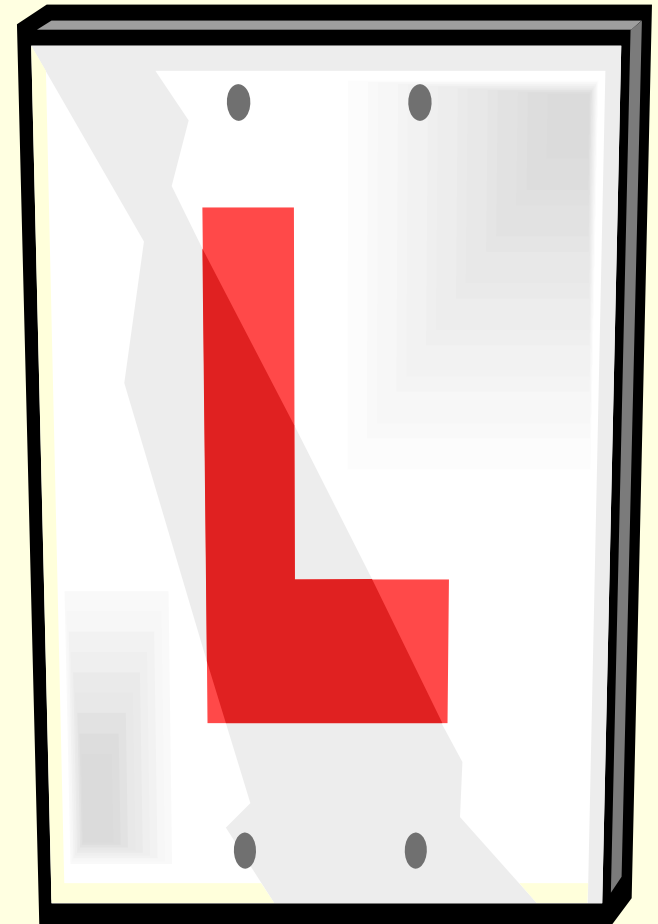


4. Listen...(& Question)



5. Learn from Others

- Observe Others ..Good and Bad!
- Read widely
- Get a Mentor / Coach
- Prepare & Practice
- Know the barriers
- Give and Ask for feedback
- Role Models.....

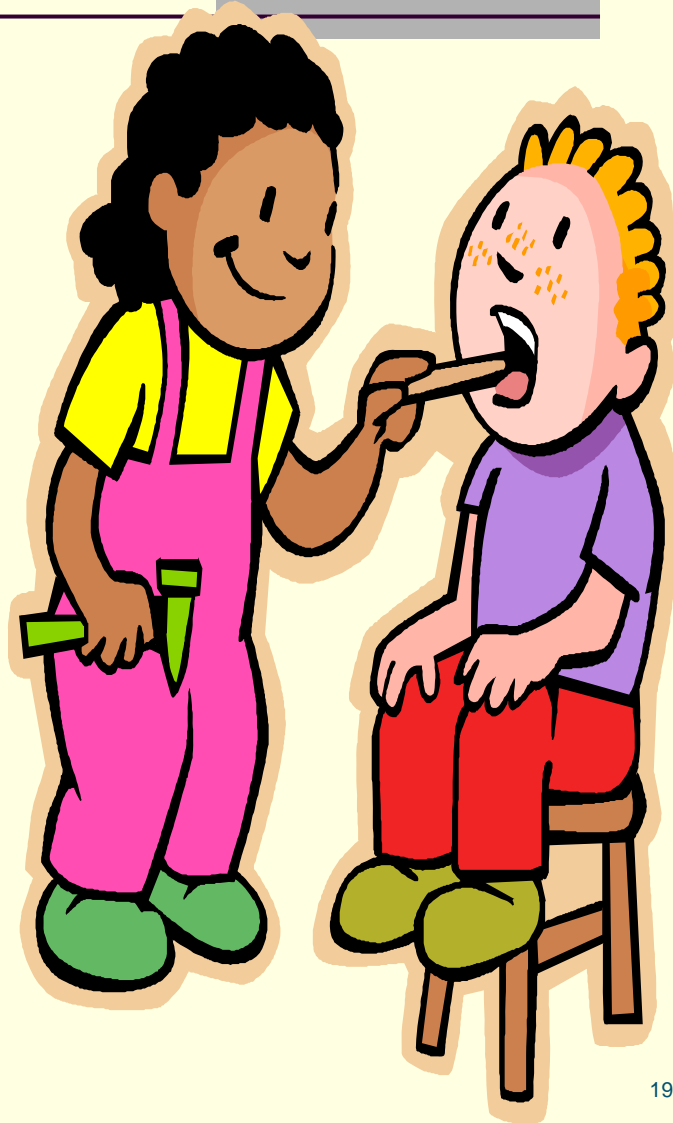


Summary

Developing Effective Comms & Influencing Skills...

STILL

- **S**tory telling
- **T**ools to Comms/Influence
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Finally

Courage is what it takes to stand up and speak; courage is also what it takes to sit down and listen. Winston Churchill

■ Thank You

