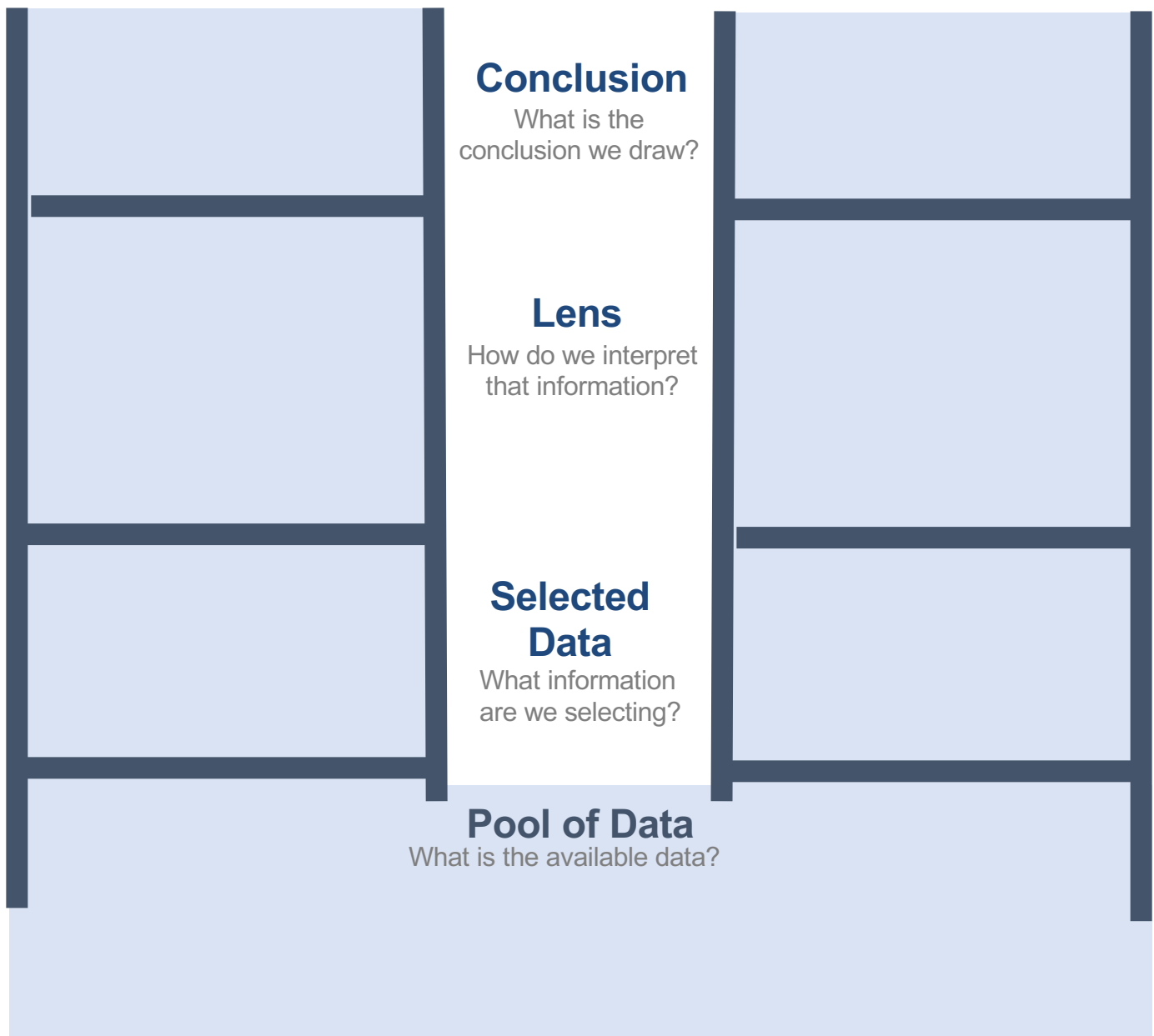# Influence Prep Tool

What's the scenario?

1. Goal

What is your goal in this conversation? What are you trying to achieve?

2. Analysis

Use the Ladder of Inference to analyze how each of you have come to your conclusions

OUR STORY   **THEIR STORY**

Conclusion

What is the conclusion we draw?

Lens

How do we interpret that information?

Selected Data

What information are we selecting?

Pool of Data

What is the available data?

3. Strategy

Listening
What steps will you take before to ensure you listen properly?

Inquiring
What questions will you ask? What words will you use?

Acknowledging
What will acknowledgment sound like? What words will you use?

Advocate Skillfully

What are key messages you want to get across?

What steps will you take to ensure they are ready to hear these messages?