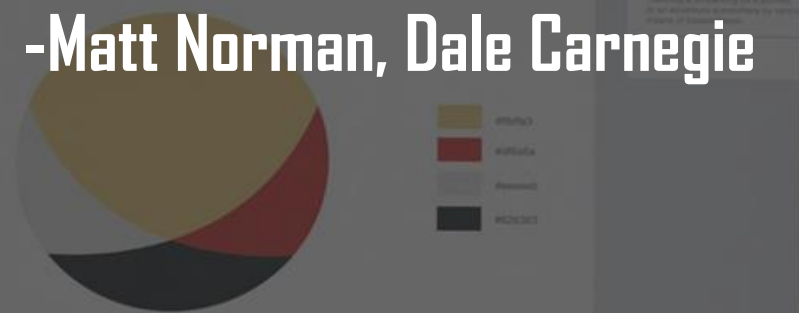


The Psychology of Relationship-Based Influence

-Matt Norman, Dale Carnegie





Why is it hard to influence people?



Influence Requirements

- Attention
- Interest
- Belief
- Urgency



Influence Requirements

- Attention
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First Way to Get Attention:

- Talk Palace



**Second Way to Get
Attention:**

- Be Very Safe



Influence Requirements

- Attention
- Interest
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First Way to Get Interest:

- Seek the Back Brain

A photograph of two men in business attire (shirts and ties) standing in a brightly lit room, possibly near a window. The man on the left is wearing glasses and is looking towards the man on the right. The man on the right is looking back at the man on the left. The background is a bright, overexposed area, likely a window, creating a strong silhouette effect on the men. A dark, semi-transparent banner is overlaid at the bottom of the image, containing white text.

Second Way to Get Interest:

- Ask Provocative Questions



Influence Requirements

- Attention
- Interest
- Belief
- Urgency



First Way to Get Belief:

- Be Quick

Second Way to Get Belief:

- Be Relevant





Influence Requirements

- Attention
- Interest
- Belief
- Urgency



First Way to Get Urgency:

- Invite Resistance



**Second Way to Get Urgency:
- Always. Get. Commitments.**



Challenge is inevitable. Growth is optional.

Commitment

- Let's assume you have undiscovered greatness...
- How could you grow to meet your influence challenges?



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