

# Influence Model

## ASSERTING

You insist your ideas are heard and considered and you challenge the ideas of others.

“Here’s my important idea. I think my idea is the right idea. I don’t agree with your idea.”

## INSPIRING

You advocate your position and encourage others with a sense of shared purpose and exciting possibilities.

“Imagine the impact we could make if...How could we work together to build on these ideas and solve this? What if we could...? What would that look like?”

**ADVOCATING**

## RATIONALIZING

You put forward your ideas and offer logical, rational reasons to convince others of your point of view.

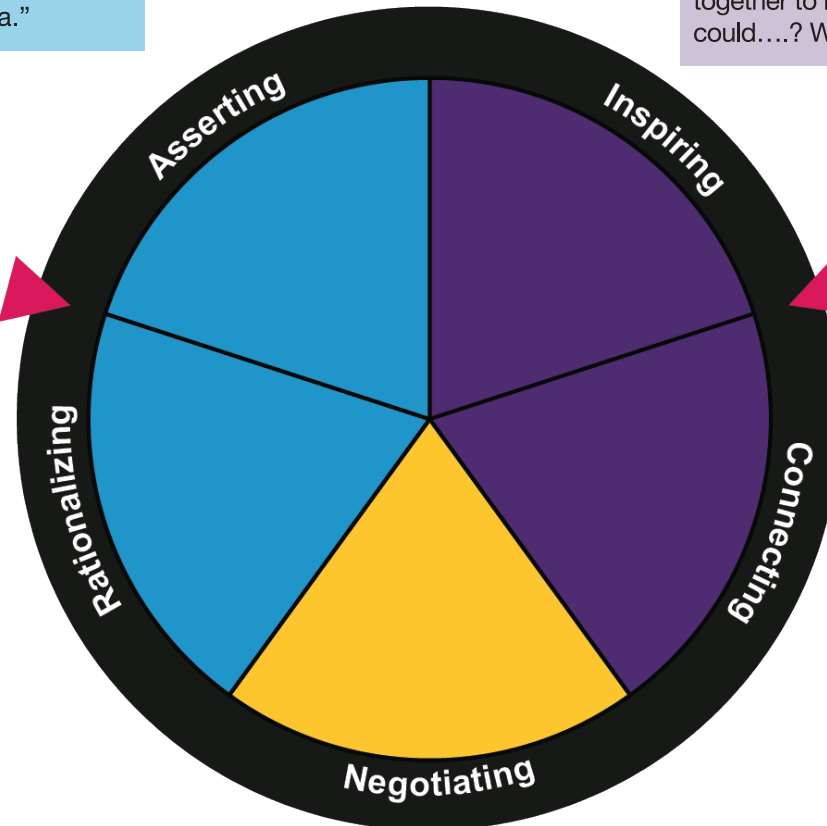
“These are the reasons that my idea makes sense. Here’s why I think my idea will work. Given the circumstances and the problem we are facing, I have a well thought out solution.”

**UNITING**

## CONNECTING

You build relationships and connect with others through listening, understanding and building coalitions.

“I’d like to hear what’s important to you? Help me understand your interests and ideas? Who else should we talk to about this? Who else could we involve to get traction on this?”



## NEGOTIATING

You look for compromises and make concessions to reach outcomes that satisfy your greater interest.

“How can we blend our ideas or approach this to meet our shared goals? I’d be willing to do x if you would be willing to do y.”



**CHAMPIONING  
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