

Capitalising on the Climate of Change

*Top tips for getting someone to do something different.
How do you get people to change?*

Be positive – give positive solutions	Help them see what's in it for them	Give them money!	Make it easier to do it than not to
Ask: What would I need to do to get <u>you</u> to ...?	Present them with a better way	Face to face persuasion	Give people positive involvement rather than being a victim of change
Make them think that it was their own idea and congratulate them on it	Ask a busy, successful person to lead	Be nice and make it relevant to them	Give them a reason to change, or help them to arrive at a reason
Reward them with something they want	Show them the benefit to them	Make it attractive to them in their current state	Convince them its worth doing and beneficial to them and others
Encourage and enthuse them positively	Develop their confidence in you by showing that you understand their feelings / needs / values	Get them to <u>think</u> for themselves – away from media etc. pressure	Scare them
Provide an incentive	Be with them at the first attempt	Encourage and support. Knowledge / experience	Encourage freethinking and question everything!
Involving people in social exchange is critical; once established this enables prioritisation and what follows; but how do you involve everyone who has most to <u>gain or lose</u> ?	Find out their strengths / experience / enthusiasm and show them that you value it (enthuse them). Then ask their opinion on how to develop what you want them to do & involve them in it	Smile, speak politely and remember their favourite tea, coffee, biscuits or whatever for future use! (or something about their personal life) i.e. make it personal	Do something different myself in relation to that someone who I am getting to do something different
Realise the benefit for them of doing it	Be doing something yourself (to that end)	I listen to what they already do with respect	Make the results beneficial for them. They gain from making the change.
Bake them a lemon drizzle cake!	Flatter them – they can bring their skills / talents	Take them for a bike ride	Give some extra responsibility / ownership of issues
Show how it will benefit them personally	Smiling	Show them how it is in their own interests and give them a better life to do something different	Negotiate
Ask them nicely; ask them if they'd like to; ask them what bothers them	Convince them there's a benefit in it for them (WIFM)		

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