



Exercising Influence: A Guide for Making Things Happen at Work, at Home, and in Your Community

B. Kim Barnes

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Change minds, guide opinions, and shape emotions with the power of effective influence

Exercising Influence is your guide to accomplishing more with less effort. Demystifying the process of influencing others, this book shows you how to develop effective influence behaviors, plan an influence approach, set goals, resolve problems, and build better relationships. Revised and expanded to provide more actionable advice across industries and sectors, this third edition has updated examples and resources and features all-new chapters on influencing through social media, influencing your team, and applying research findings of neuroscience, and behavioral economics.. You'll create work, family, and community relationships that are more mutually rewarding as you apply a practical, real-world model for developing this seldom-taught skill.

Influence is a skillset that everyone needs, yet the necessary techniques and fundamentals are rarely made explicit and shared. This book is a vital resource for anyone who wants to achieve better outcomes at work, at home, or in the world at large, helping you make important things happen and create relationships that matter.

- Develop a strategic and tactical approach to influence that gets results.
- Resolve problems and conflicts, and build more balanced relationships.
- Do more with less, increase your impact on others, and take greater charge of your life.
- Take advantage of new methodologies that build your skills as an influencer.

Influence is a timeless topic for business leaders and others in positions of power, but the world has evolved to the point where everyone needs these skills. No matter your job, role, rank, or function, if you want to get things done you need to know how to influence up, down, across, and outside the organization. With improved skills, you can steer opinions, impact decisions, and sway the undecided. If you're ready to see what you're capable of, *Exercising Influence* will show you how to take charge of your professional and personal life in a powerful, ethical, and productive way.

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