

## BEING A 'PEOPLE PERSON'

**“LIKING IS A ROAD TO AGREEABLENESS.  
AND AGREEABLENESS IS A ROAD TO  
INFLUENCE.”**

Steve Martin, INFLUENCE AT WORK.

**INFLUENCE**

**AGREEABLENESS**

**LIKING  
ROAD**

Being people-orientated has nothing to do with being gregarious, intelligent, or attractive. It's actually about sincerity, transparency, and understanding.

*Source: UCLA study*

### LOOK FOR LIKEABLE FEATURES

- Consciously look for something you like about a person.
- Looking for genuinely likeable features and complimenting them can increase cooperation and break barriers.
- With more difficult people this can repair relationships and get stubborn colleagues onside.

### BE MORE HUMAN

- People have a fundamental need to affiliate and connect with others.
- Increase your influence by using images or stories that individualise the people involved.
- When promoting new projects and initiatives talk about how they will affect specific people rather than a group.

### “I KNOW THERE’S STILL GOOD IN YOU”

In Return of the Jedi, Luke Skywalker uses positive labelling to bring Darth Vader back from the dark side. Research shows that giving someone a desirable label to a person can increase the chances they will behave in a way consistent with that label.

It's most effective when you label someone with a trait they have or would aspire to have.

