



EEA HEALTH AND SAFETY WORKSHOP
WEDNESDAY 12 AUGUST

Influencing Without Authority

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Before We Begin

01

Why Me?

02

I am your target market

03

MUST have, not a NICE to have

04

Influencing tactics





Meeting People Where They Are

Influence requires:

- ① Starting with their reality
- ✓ Validating their perspective
- ② Understanding how they see the situation
- ▶ Walking with them to a new possibility

"Seek first to understand, then to be understood." — Stephen Covey

KEY MESSAGE *You can't enrol someone into your future until you've met them in their present.*



Enrolment (Influence)

Creating commitment to a future



Communicate the future clearly



Make it personally meaningful



Allow free choice

"If you want to build a ship, teach people to long for the sea." — Antoine de Saint-Exupéry (French poet and writer)

KEY MESSAGE *Compliance is not commitment.*

What Enrolment Isn't

Not:



Broadcasting



Persuading



Directing



Manipulating



Instructing



Convincing



Threatening



Incentivising

KEY MESSAGE *These create compliance, not commitment.*



Read This.....

What's it about?

"A newspaper is better than a magazine. A seashore is a better place than a street. At first, it is better to run than to walk. You may have to try several times. It takes some skill, but it is easy to learn. Even young children can enjoy it. Once successful, complications are minimal. Birds seldom get too close. Rain, however, soaks in very fast. Too many people doing the same thing can also cause problems. One needs lots of room. If there are no complications it can be very peaceful. A rock will serve as an anchor. If things break loose from it, however, you will not get a second chance."

Now Read It Again: It's About KITE FLYING.....

Same words. Does it read differently now you have context?

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KEY MESSAGE Context is what makes enrolment work.

Motivation vs Commitment



MOTIVATION

A feeling

Fluctuates daily

Can't be forced

Internal state



COMMITMENT

A behaviour

Observable and consistent

Built through clarity

Support + accountability

KEY MESSAGE *People nod but don't act — build commitment through clarity, support and accountability.*

Perception vs Perspective

The lense shapes the influence

PERCEPTION

How you personally interpret what's said — filtered through your own assumptions and emotional state.

PERSPECTIVE

Stepping back to understand their reality — their pressures, priorities and context.



INFLUENCE INSIGHT

Perception pushes your message.
Perspective shapes how it lands.

What Do YOU See?



A balloon

A music note

A netball hoop

The number 9

Something else?

People interpret the same message differently based on experience, role, background and assumptions.

The First Follower

How movements actually start

DEFINITION

A lone idea looks risky — even foolish — until someone else backs it. The first follower is what turns advocacy into a movement.

BEHAVIOURS THAT EXPRESS IT

- Publicly backing an idea before it's popular
- Being the first to say yes
- Making it socially safe for others to join
- Crediting and amplifying early supporters
- Visibly celebrating when someone else joins in

WHY IT MATTERS

Advocacy alone is just one voice. The first follower legitimises it — influence spreads through visible validation, not through the strength of the original idea alone.

*IMAGE/VIDEO thumbnail: First Follower
— Dancing Guy*

WATCH

First Follower: Leadership Lessons from Dancing Guy

Derek Sivers, 2010 — 3 minutes

youtube.com/watch?v=fW8amMCVAJQ

*Show this before the discussion — the lesson
lands in the watching, not the summary.*

REFLECTION *Who is your "first follower" — and what behaviour are they amplifying?*

Your Role in the Relationship

SELF-RESPONSIBILITY

"It's easy to blame others... the hard part is recognising the part you play."

PUBLIC EXAMPLE

Satya Nadella (Microsoft) — shifted the company from a “know-it-all” culture to a “learn-it-all” one by first recognising his own role in shaping that defensiveness.

KEY MESSAGE *Influence starts with your behaviour.*



Summary



Meet People Where They Are

Understand their reality before you try to shift it



Enrolment, Not Manipulation

Compliance is not commitment



Context Changes Everything

People interpret through their own lens



Motivation vs Commitment

One fades, the other sticks



You Need a First Follower

Advocacy alone isn't enough



Influence Starts With You

Your own behaviour is the first thing to check

FINAL MESSAGE

Influence is a skill — and you can learn it.



Influence Through Questions – Your take home

The question you ask shapes the meaning they land on.

- "What's important to you about this?"
- "What concerns you most?"
- "What would success look like?"
- "What would make this easier?"
- "What options do you see?"

Want to go deeper? www.TheGrowthAdvisors.co.nz · jezcurwin@gmail.com

KEY MESSAGE *Questions open the frame. Statements close it.*

