

> INFLUENCING STYLE INDICATOR

> SELF-ASSESSMENT

There are two basic styles of influencing called “push” and “pull.” Some people push or pull with emotion, and others rely on logic. There is no best style, and in fact, it can be helpful to vary your approach based on the situation. The self-reflection questions below will help you to understand your dominant style.

PUSH: Emotion	YES	NO
I usually assert my ideas and wishes quickly.		
I push my ideas strongly.		
When opposed, I quickly give counter-arguments.		
I exert pressure when necessary to achieve my objectives.		
I hold my position until others are willing to concede or compromise.		

Totals for each column:

PUSH: Logic	YES	NO
I put forward a lot of ideas and plans.		
I present strong arguments for my ideas and positions.		
I plan for others’ objections and questions ahead of time.		
I spend time educating others, so they understand the logic of my position and ideas.		
I use rational arguments to make my case.		

Totals for each column:

PULL: Emotion	YES	NO
I’m willing to be persuaded by others.		
I try to empathize with others and see things from their perspective.		
I present my ideas with energy and enthusiasm.		
I use humor, storytelling, or anecdotes to persuade others.		
I excite others with an optimistic, compelling vision of the future.		

Totals for each column:

PULL: Logic	YES	NO
I try to understand others’ positions before I assert my own.		
I accept criticism of my ideas without becoming defensive.		
I present my ideas in a very organized way.		
I always try to find the common ground with others.		
I will use facts, figures, and research when making my argument.		

Totals for each column:

> INFLUENCING STYLE INDICATOR (page 2)

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Interpreting Results:

Tally the total number of “yes” answers in each section. The higher your score, the stronger you are in that influencing style.

- **PUSH: Emotion Style:** This style is characterized by forceful communication, persistence, and emotional appeals. It is most effective when the recipients are more emotional than analytical and are in an inferior power position or have high trust.
- **PUSH: Logic Style:** This style is characterized by forceful communication, persistence, and an appeal to logic. It is most effective when the recipients are more analytical than emotional and are in an inferior power position or have high trust.
- **PULL: Emotion Style:** This style is characterized by relationship building, empathy, and emotional appeals. It is most effective when the recipients are more emotional than analytical and are in a position of authority or power and have a strong interest in the outcome.
- **PULL: Logic Style:** This style is characterized by relationship building, empathy, and an appeal to logic. It is most effective when the recipients are more emotional than analytical and are in a position of authority or power, and have a strong interest in the outcome.