

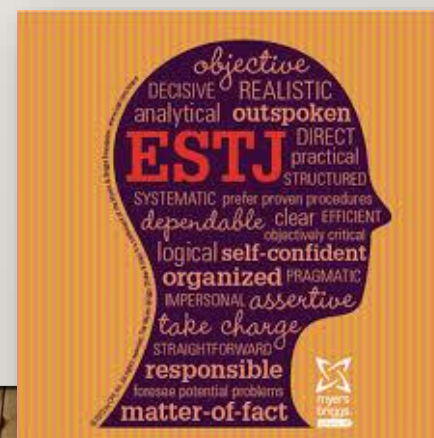
INFLUENCING WITH INSIGHTS

GETTING PEOPLE TO ACT



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ANALYTICS & INSIGHTS, P&G



When you get, give.
When you learn, teach.
~Maya Angelou



WHAT IS IT THAT I DO, ANYWAY?

I TELL STORIES THAT
GET PEOPLE TO ACT



IF THEY DON'T DO ANYTHING, WE FAILED

Let's have a staff meeting and discuss the things that must happen but will never actually end up happening.



someecards
user card

SO, HOW DO YOU GET
PEOPLE TO ACT?



IN · FLU · ENCE

/'INFLOʊəns/

- *verb*
- to affect or alter by indirect or intangible means

MAKE IT
THEIR IDEA

A large, red, rectangular stamp with rounded corners and a distressed, ink-like texture. The words "TOP SECRET" are written in a bold, sans-serif font within the stamp. The stamp is tilted slightly upwards to the right. It is centered within a white rectangular area, which is itself enclosed by a thick black frame. The entire composition is set against a light gray background.

TOP SECRET

8 TYPES OF LEADER

FOLLOW ME!
OOH, WAIT,
A SHINY
NEW THING



VISIONARY

SORRY, OUR
PLAN DOESN'T
SPECIFY BATHROOM
BREAKS



OPERATOR

MAYBE WE
SHOULD JUST
TAKE A
VOTE



COMPROMISER

WHEN I SAY
JUMP, YOU
SAY HOW
HIGH



DRILL SERGEANT

YOU GUYS
ROCK! WHO
WANTS
PIZZA?



CHEER LEADER

OUR STRATEGY
IS WHOEVER
I TALKED
TO LAST



PARROT

BLAH BLAH
BLAH BLAH
BLAH BLAH
BLAH BLAH



WIND BAG

PLAY HARBALL
AND GIVE
IT 110%



COACH

THE BLUEPRINT



ALIGN WITH THE
BUSINESS GOAL



TELL THE STORY



MAKE IT EASY TO
SAY YES



ALIGN WITH THE
BUSINESS GOAL





ALIGN WITH THE
BUSINESS GOAL

DO YOUR HOMEWORK

- Know the short and long term goals
- Understand the personal goals for the decision-maker
- Research what has worked/not worked in previous pitches





ALIGN WITH THE
BUSINESS GOAL

STRATEGICALLY POSITION YOUR RECO

- Advance or accelerate the goals
- Clear role for your recommendation
- Thought leadership is key





ALIGN WITH THE
BUSINESS GOAL

CREATE A SENSE OF URGENCY

- Get their attention!
- Showcase the opportunity cost
- Be provocative





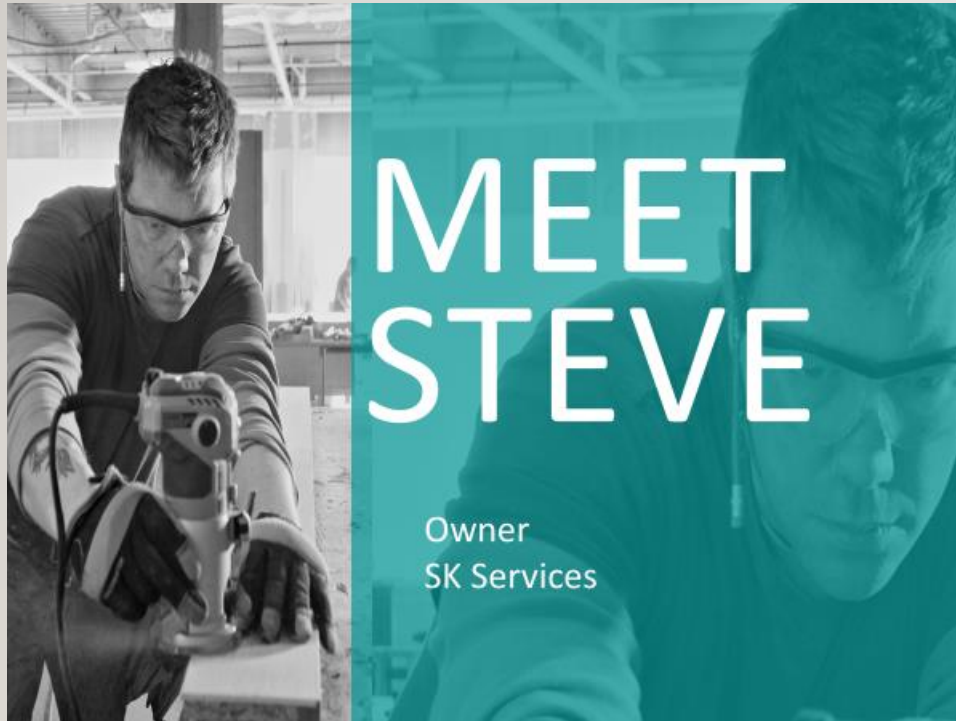
TELL THE STORY





VOICE OF THE CONSUMER...EVEN BE ONE

TELL THE STORY

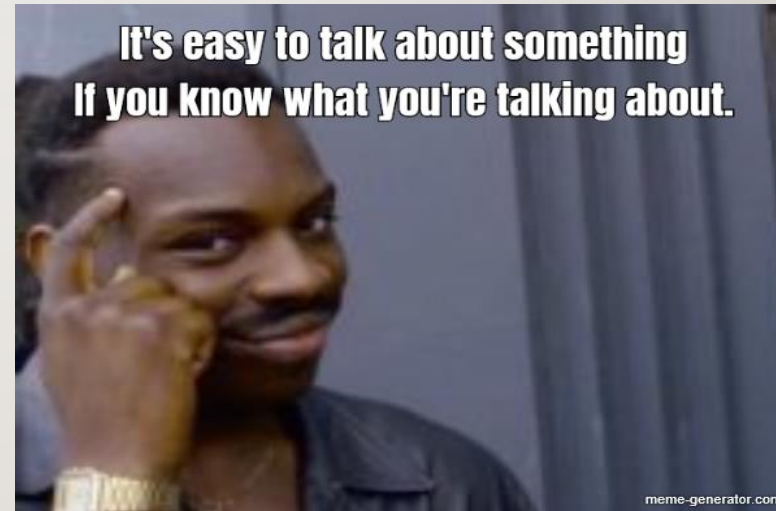


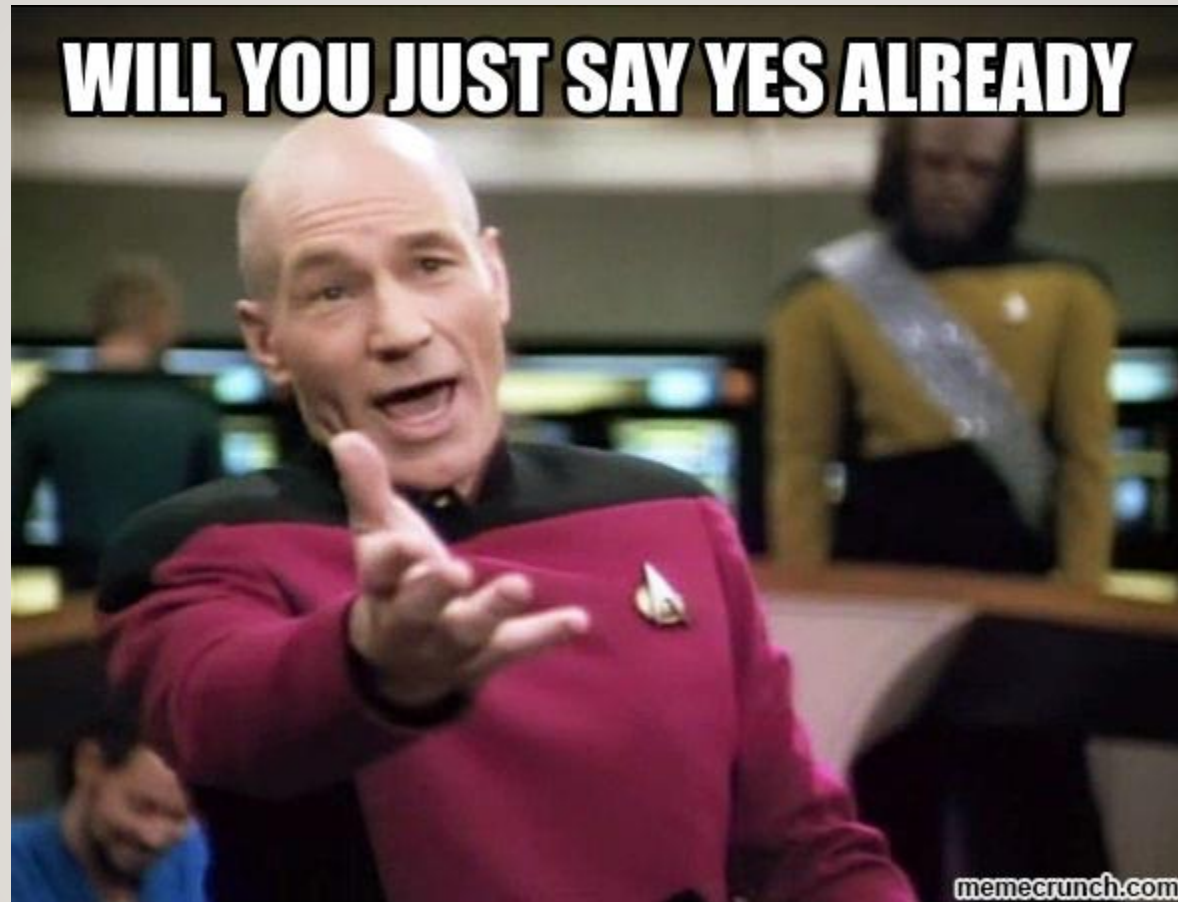
KNOW YOUR STUFF



TELL THE STORY

- Credential yourself
- Appropriate data points
- Deliver with confidence





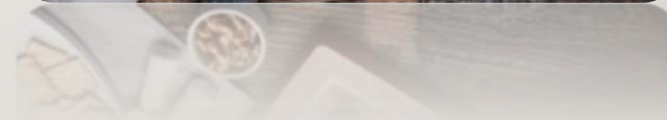
MAKE IT EASY TO SAY
YES



MAKE IT EASY TO SAY
YES

THINK IT THROUGH

- Benefits and Constraints
- Execution plan
- Resource consideration





ANTICIPATE THE QUESTIONS

MAKE IT EASY TO SAY
YES



THE BLUEPRINT



ALIGN WITH THE
BUSINESS GOAL



TELL THE STORY



MAKE IT EASY TO
SAY YES

IN IT FOR THE LONG HAUL



