

BUSINESS



Getting rich in Ireland

with Peter Lawless

Metro Éireann presents the latest weekly column by the entrepreneur coach and business growth specialist, designed to help you overcome any obstacles and reach your dreams

Part 15: Learn to persuade other people to actually want to help you

People in positions of power are said to be massively influential. So what is influence? And how can you influence people to help you?

First you need to understand what having the power of irresistible influence can really mean for you. What could you achieve if you could positively influence people? What does that look like in your mind's eye? What would having the ability to influence the outcome of your actions really feel like?

Do you find it difficult to persuade people to your way of thinking today? How would life treat you if you were never able to improve on that level of influence and you never really got what you wanted?

Now I don't know if you have already gone through the goal-setting exercises that we covered in earlier articles. If you have, then you will already have some sort of plan to help you achieve your dreams. But can you imagine what it would be like if you were actually

able to persuade people to want to help you?

What really matters?

The first step in realising how to enlist the help of other people is to realise what is important to them. I would like to suggest that everyone, in reality, wears a t-shirt with their favourite radio station printed across the front:

WIFM – What's In It For Me?

We are all creatures of survival. We have a deep instinct to protect ourselves. This can mean anything from self defence in a time of physical attack, to not admitting a personal failure to preserve our ego or self esteem. Don't worry – we are all guilty of this, we are all human after all. Your saving grace is to admit it!

As I already pointed out, it is very important to learn how to love yourself before you can truly help others. Knowing that others feel the same way is what you can use as leverage.

I don't know what it was like for you growing up, however many people that I knew, including myself, played for a

local soccer team around the ages of 8–12. At some stage in our youthful career we would hear that the local newspaper had covered the game.

I will be honest, the first ever newspaper that I bought (or rather, persuaded my parents to buy) was the local evening paper the day after I had learnt the results of the game had been sent in. I was 9 then, and of course I really wanted to read about the momentous things that had happened in my country and the world in general – NOT! I just wanted to see my name in print.

Your name is your identity. It is who you are. Are you a completely unique individual on this planet who never had or never will have an exact replica of them ever in existence? Only you know the answer to that. For every one of you reading this article that answer will be different, since it only applies to you.

The amazing secret to having irresistible influence

Just as your individuality, your needs, your wants, your desires, your fears, your loves, your hurts, in fact all of your experiences, are unique – so are everyone else's.

I could spend 10 minutes with you, having never met you before, and I would know exactly what makes you tick. I don't have any special insight or mind reading abilities. What I have developed is an ability to ask questions in a manner that make people feel at ease. Very soon I will know what it is that drives you or in some cases what holds you back.

Maybe you might want to be able to do the same with people. If you want to be able to influence them in a positive way then certainly you will. When you know what a person wants or what they fear, you will be able to use this information to align their feelings with your own.

(A word of caution: Please never, ever use this technique to try and manipulate people against their own will. It will only backfire on you, and you will find it very difficult to ever regain their trust.)

The secret to finding out what matters to someone is to listen intently to what they are saying. By actively listening to someone, the next question that you want to ask will automatically come to your mind at the right time. You will have to trust yourself on this and let go.

The first question that I ask people is 'What do you really want?' No two people can ever answer in the same way; they may use the same words but their tone, inflexion, pitch and

rhythm of their speech, combined with the words, will be unlike anyone else's response.

By listening exactly to how someone answers your first question, you will know exactly how to ask the next and so on. Once you know what someone really wants, then and only then will you know how to frame what is that you want to get them to do, in a way that it fits with their own desires. In other words, for someone to help you out there has to be something in it for them. And this, by the way, applies to absolutely everyone.

Even the guy walking along the street who encounters a homeless person sleeping rough and decides to give them 100 euro and to never tell another living soul about it – yes, that person is fulfilling a need within themselves. He will walk away from that interaction and feel good. He's not looking for anyone else to

stroke their ego, because he has enough self confidence to just feel good in himself. But if he had not believed he would have felt good, he would not have done it! So it does apply to everyone.

A simple example of irresistible influence in action

One of my goals in life is to make the world a better place for us all to live in. I really want you to help me to do this in a very small way.

How do you feel when someone smiles at you? Does it make you feel good inside? I don't know you at all now and I can't imagine how you feel when someone does smile at you, but I will make the assumption that it does lift your day a little bit at least.

Could you now imagine how a stranger who was feeling hassled at the time that you smiled at them would react? Do you believe that it could possibly

lift their day? Could you imagine how it would make you feel to realise that you had made someone else's life just that little bit better?

Did you realise that smiling at someone causes a chain reaction? Like a pebble tossed into a pool, the ripples spread outwards, with a very strong likelihood that that person will then smile at someone else and so on. If you really want an instant boost in your own self esteem, why don't you go and smile at someone? It could be a loved one, a friend or a total stranger.

If you do it now, you will have made the world a better place. In fact, even if you can't do it right away I know you enough to know you will do it. You see, I realise that you must want to get more of what you want out of life, or else you would not have read this far. That is why I know you will do this. So good luck!



What do YOU think of Ireland?

stop.watch TV are looking for people to take part in a potential series of multi-cultural programmes for RTE called *As Others See Us*

The programme aims to explore just how people from other countries see Ireland. We want to know what you think of us both as a people and as a place to live.

- How does Ireland compare to your home country?
- What are the similarities and the differences?
- What do you like about Ireland – what do you dislike?
- What was your first impression of Ireland and the Irish people?
- How have you been received here?

It doesn't matter how long you've actually been living here. We are just looking for people who have an interesting story and strong opinions about Ireland and the Irish. You might be a mother wanting to have her say about parenting and the Irish family. Or you might want to talk about Irish people's attitude to work or our wealth. We really are open to any story.

Perhaps you or someone you know, may be interested? If so please call Rebecca on 01 4100845 or email rebecca@stopwatch.ie



Galway City Partnership
Comhpháirtíocht Chathair na Gaillimhe

New Migrant Support Service for Galway City (3 x Positions)

Galway City Partnership and Galway Peoples' Resource Centre are establishing a new Migrants Support Service in Galway City. This new service will provide Information and Guidance on the wide range of issues currently affecting migrants living in Ireland. The new service will work closely with and compliment existing information and support services.

We now need to fill 3 separate positions to establish and run the new service:

- 1 x Service Co-ordinator (Full-time)
- 2 x Support Workers (Part-time)

To obtain an Application Form, Job Description and Person Specification for these positions please contact us at –

Galway City Partnership,
3rd Floor The Plaza, Headford Road, Galway.
Tel: 091 773466 / Email: nollaig@gcp.ie.

All documentation is also available from our website www.gcp.ie.

Closing date for receipt of applications is 5pm on Friday 2nd March 2007.

Applications received after the deadline will not be considered.

Galway City Partnership is an equal opportunities employer. We welcome applications from members of our target groups. Applications from bi-lingual and multi-lingual speakers for these positions will be particularly welcome

