

# HOW TO INFLUENCE OTHERS – THE COLIN JAMES METHOD

## KEY POINTS

Webinar notes 6th June 2018 with Alison Carter

**Influence takes in the desires and needs of others.**

- 1.) Diagnose Your Audience – Who are they?  
Preparation to know and engage the group or individual (pre-questionnaire/conversation can be carried out first)

**What motivates the group or individual?**

- 2.) Design Your Content – How can I engage them?  
Do not ‘dump truck’ style the information onto your audience! Do it in stages. You can be the curse of knowledge.

**ONLY to include what will serve the outcome your audience is seeking.**

Imagine you only have 5 minutes to present, what are the 2/3 main concepts to share?

- 3.) Deliver To Create Influence – How to deliver
  1. Physiology – Posture/Gesture/Movement/Facial Expression  
How do you use your hands?  
*Look up Amy Cuddy Ted Talk*  
**Use illustrative gestures**, use hands to suggest big/small, closing discussion or deal put hands down, palms face down. Practice them!
  2. Auditory – Voice, **lower tone and slower pace install trust and certainty**, use them to emphasise important points
  3. Power Of The Pause – **move in the room (facilitates attention)**, give time when someone talks

These 3 steps are all interlinked.

**Influence takes in the desires and needs of others**

**3 Steps:  
Diagnose  
Design Content  
Deliver**

**Lower tone and slower pace installs trust and certainty**

**Use illustrative gestures**

**Do not ‘dump truck’ style the information!**

## What are the audience after? How do you cut through to work out what motivates the group?

Work out who's who!

**What roles do the group individual have?** CEO, managers, clients, volunteers. Use a different way to communicate depending on this. I.e. CEO (organisational overview), Managers (Saving money and quality), Clients (products and service), volunteers (connect with why they volunteer)

The Colin James Method - CPD Hierarchy

WHY?

**Why is the audience there?** How do you engage them?

Draw people in by trying to **help with a 'pain' that they relate to** that you help them to get away from. I.e painting. "I am aware there will be some of you here have not painted in a while or ever but fear not you have taken the first step by being here and the rest I will help you along with"

Some work with an **aspirational goal**. Ask them to think about what they want to achieve by the end. **Start with a story** relevant to the group.

### 1. CONCEPT

Relevance – What is the purpose? Make it directive to the group.

### 2. PRINCIPLES

Three principles/Three key learnings to say  
i.e. "Learn paint techniques, Be creative by selecting colours and creating your paint, tidy and learn from others by seeing what they have created"

This makes it clear, creates a mental map of your presentation and a way to retain information

### 3 DETAILS

Details of the 3 principles

Clarification point and creating memory

*If interested visit: <http://www.colinjamesmethod.com.au/>*

**What will motivate your audience?**

**Start with a relevant story**

**CPD Hierachy**

**1. Concept**

**2. Principles**

**3. Details**

**Helps clarify points and create memory**

**Practice!**

**WRITTEN BY  
ALICE JONES**

Freelance Artist, Owner  
and Arts Facilitator of Enjoy  
And Paint (Painting  
Experiences In Sydney)

[www.enjoyandpaint.com](http://www.enjoyandpaint.com)

[www.alice-jones.com](http://www.alice-jones.com)