



PRESENTATION:

Any Project, Any Role: The Secret to Impact and Influence

By Teresa Newton-Terres, PMP

SYNOPSIS: Lessons learned from applying compliance strategies and project management methods to gain desired results. Gain better understanding to PMI's Project Management Competency Development Framework, Unit of Competence—Impact and Influence. Take away both a 10-step compliance gaining process and a *limited-edition* project learning map (A tool, targeted at non-PMPs and useful to PMPs, to expedite PM understanding as well as minimize miscommunications, ineffective effort, and misdirected resources). This presentation is **not** for folks new to project management methods.

FILL-IN BLANKS:

- I. **A**cknowledge The Challenge & The Force - How YOU are _____ & _____ (I²)
- II. **B**elieve the _____ of compliance
- III. **C**ompetency and _____ steps:
 - 1) _____ - the compliance what, when, why, etc.
 - 2) _____ - Gain insight into stakeholder's concerns, issues, needs, constraints, priorities, etc.
 - 3) _____ taking into consideration:
 - The stakeholder analysis
 - Compliance gaining strategies
 - PM tools, knowledge, techniques
 - What a stakeholder will gain
 - Identify the greater benefits
 - Determine the visuals needed: PM tools, etc.
 - Review your options given time, resources, constraints, etc.
 - Determine your next steps

Strategies Grouped by Pro/Anti Social Strategies

PRO-SOCIAL STRATEGY	GENERAL ILLUSTRATION
1 - RECIPROCATION 5 - AUTHORITY: DIRECTED DEFERENCE 4 - LIKING 1 - RECIPROCATION 3 - SOCIAL PROOF 2 - COMMITMENT & CONSISTENCY: 2 - COMMITMENT & CONSISTENCY: 2 - COMMITMENT & CONSISTENCY: 2 - COMMITMENT & CONSISTENCY:	<ul style="list-style-type: none"> • Promise "If you can do this, I'll owe you one." • Expertise "From my experience you will also benefit from doing this." • Positive Liking - Being friendly to them. • Pre-Giving - Giving them something before asking for what you want. • Moral Appeal - "It is the right thing to do." • Positive Self-Feeling - "This is something you will really enjoy doing." • Positive Esteem - "Doing this will make you look good to..." • Positive Alter-casting - "It's going to take the kind of hard work I have seen in you before." • Positive Altruism - "I really need your help, can you do this for me?"
ANTI- SOCIAL STRATEGY	GENERAL ILLUSTRATION
5 - AUTHORITY: DIRECTED DEFERENCE 5 - AUTHORITY: DIRECTED DEFERENCE 5 - AUTHORITY: DIRECTED DEFERENCE 3 - SOCIAL PROOF 2 - COMMITMENT & CONSISTENCY 2 - COMMITMENT & CONSISTENCY: 3 - SOCIAL PROOF 1 - RECIPROCATION	<ul style="list-style-type: none"> • Threat - "Your...is on the line here." • Expertise - "I know from experience that if you don't do this you will face the consequences." • Negative Aversive Stimulation - "Until you do what I want, you are going to..." • Moral Appeal - "It is unethical for you not to do this." • Negative Self-Feeling - "Not doing this will make you unhappy." • Negative Esteem - "...is not going to think well of you if you can't do this." • Negative Alter-casting - "It would be irresponsible for you not to do this." • Negative Debt - "You owe me on this."

Psychological Strategies Aligned to Compliance Gaining Strategies

INFLUENCE Strategy	COMPLIANCE Gaining Strategy & Example
1. Reciprocation: The Old Give and Take... and Take	<ul style="list-style-type: none"> • <i>Promise</i> - "If you can do this, I'll owe you one" • <i>Pre-Giving</i> - Giving them something before asking for what you want. • <i>Negative Debt</i> - "You owe me on this."
2. Commitment & Consistency: Hobglobins of the Mind	<ul style="list-style-type: none"> • <i>Positive Self-Feeling</i> - "This is something you will really enjoy doing." • <i>Positive Esteem</i> - "Doing this will make you look good to..." • <i>Positive Alter-casting</i> - "It's going to take the kind of hard work I have seen in you before." • <i>Negative Esteem</i> - "...is not going to think well of you if you can't do this."
3. Social Proof: Truths Are Us	<ul style="list-style-type: none"> • <i>Expertise</i> - "From my experience you will also benefit from doing this." • <i>Moral Appeal</i> - "It is the right thing to do." • <i>Moral Appeal</i> - "It is unethical for you not to do this." • <i>Negative Alter-casting</i> - "It would be irresponsible for you not to do this." • <i>Positive Altruism</i> - "I really need your help, can you do this for me?"
4. Liking: The Friendly Thief	<ul style="list-style-type: none"> • <i>Positive Liking</i> - Being friendly to them.
5. Authority: Directed Deference	<ul style="list-style-type: none"> • <i>Expertise</i> - "From my experience you will also benefit from doing this." • <i>Expertise</i> - "I know from experience that if you don't do this you will face the consequences." • <i>Negative Self-Feeling</i> - "Until you do what I want, you are going to..." • <i>Negative Aversive Stimulation</i> - "Until you do what I want, you are going to..."
6. Scarcity: The Rule of the Few	<ul style="list-style-type: none"> • "Don't let the window of opportunity close"



Teresa Newton-Terres, PMP is a consultant, trainer, and project “guru” of Project-TNT, LLC. With over 18 years running a project based business, Teresa has designed and authored training seminars; planned and coordinated multi-cultural events; facilitated PMO initiatives; developed and executed brand building endeavors; as well as trained thousands in two countries and 37 states. Ms. Newton-Terres is the Co-Chair of the Family Program at the National Guard Bureau, Professional Education Center and works from an Arkansas home-base. Learn more: www.Project-TNT.com

PRESENTATION RESOURCES:

- www.Project-TNT.com - Project Management Solution Provider offering Project Management Workshops, Tools, and Customization
- INFLUENCE – The Psychology of Persuasion, book by Robert B. Cialdini, Ph.D.
- PM Competency Development Framework, book by Project Management Institute
- Frogs into Princes – Neuro Linguistic Programming, book by Richard Bandler and John Grinder
- How to Win Friends And Influence People, book by Dale Carnegie
- A Guide to the PM Body of Knowledge Third Edition (PMBOK® Guide)
- Results by Design, Survival Skills for Project Manager, book by Mary Dossett and Julia Mallory
- www.ParadigmLearning.com
- www.ProjectDirect.com developers of the 10 Step Compliance Gaining Method a

worksheet developed by Ray Cokers and Project Direct Inc.

PRESENTATION HANDOUTS

“Any Project, Any Role: The Secret to Impact and Influence” presentation gives participants valuable tools - the *Limited Edition* Learning Map and the 10-Step Compliance Gaining Worksheet. These are samples for you to take home. The worksheet is one of the PTauto project management 101 tools available at Project-TNT. PTauto is a trademark of Project Direct, Inc and is copyrighted and developed by ProjectDirect, Inc. and offered with permission by Project-TNT, LLC.

Learn more: www.Project-TNT.com

Handouts: Presentation handouts available under “TNT Making News” on website or go directly to: <http://www.project-tnt.com/Any-Project-Any-Role-I2.htm>

Phone: 501-413-9092

Email: tnt@project-tnt.com

Web: www.Project-TNT.com

