



Secrets of influence

How to be effective in the
academic arena

Drs. Linda van der Wal

Linda van der Wal

- 10 years experience as trainer/coach
- Specialized in women in science
- Career strategy, communication
- Utrecht University, Twente University, Halkes Network.



Present

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Ambitious assignment



Agenda

- Introducing influence
- Five secrets with practical tools
- Short exercises

Introducing influence

- ◉ Who wants to have more influence?
- ◉ Please raise your hand if the answer is yes.

Why influence?

Influence affects everybody.
You can not, not influence.

It has an impact on:

- Career
- Getting things done
- Decision making

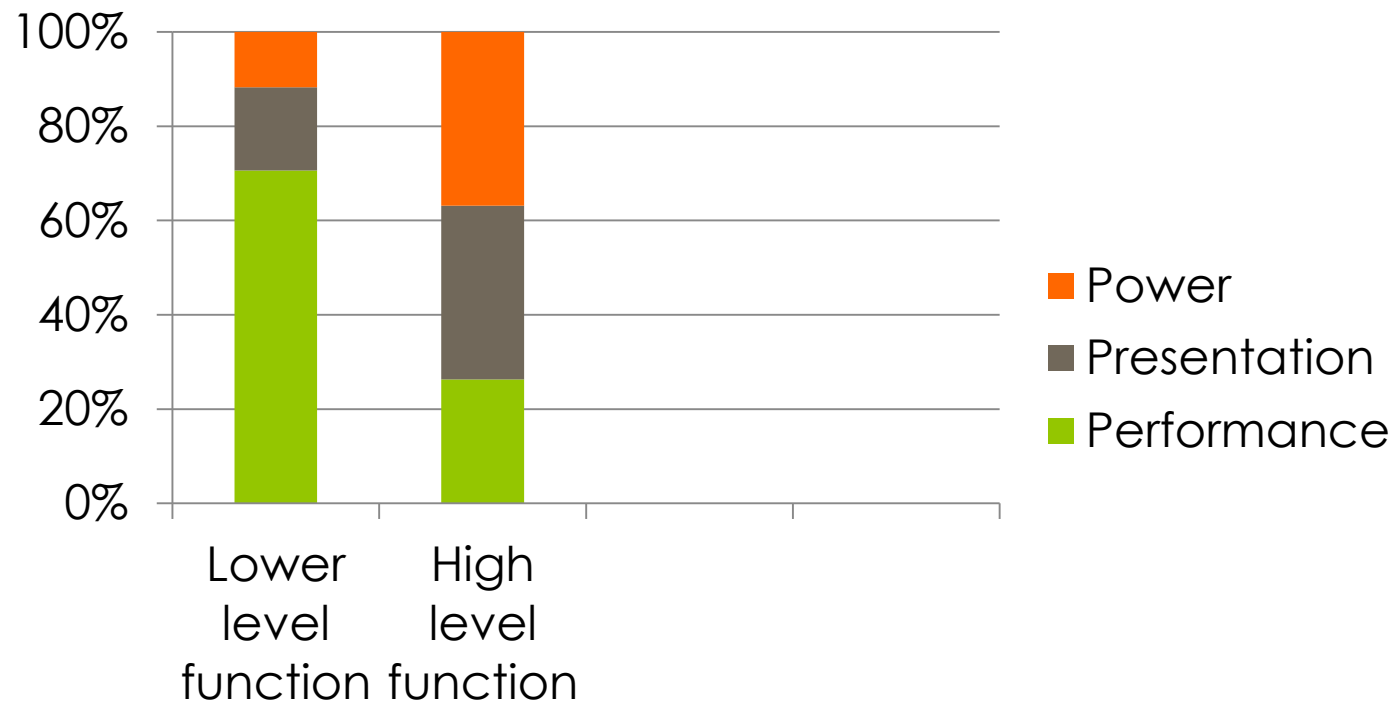
Positions in the game of influence

	Unskillful	Skillful
Positive intentions	Naive, friendly co-worker	Smart player
Negative intentions	Bully	Manipulator

Based on: Jane Clark, politieke spelletjes

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Power and presentation are part of the job



Five secrets & tools

1. Body language gives you a heads start
2. Try something new
3. Appearances matter
4. Switching makes you more effective
5. Find your roadmap

Secret 1: body language

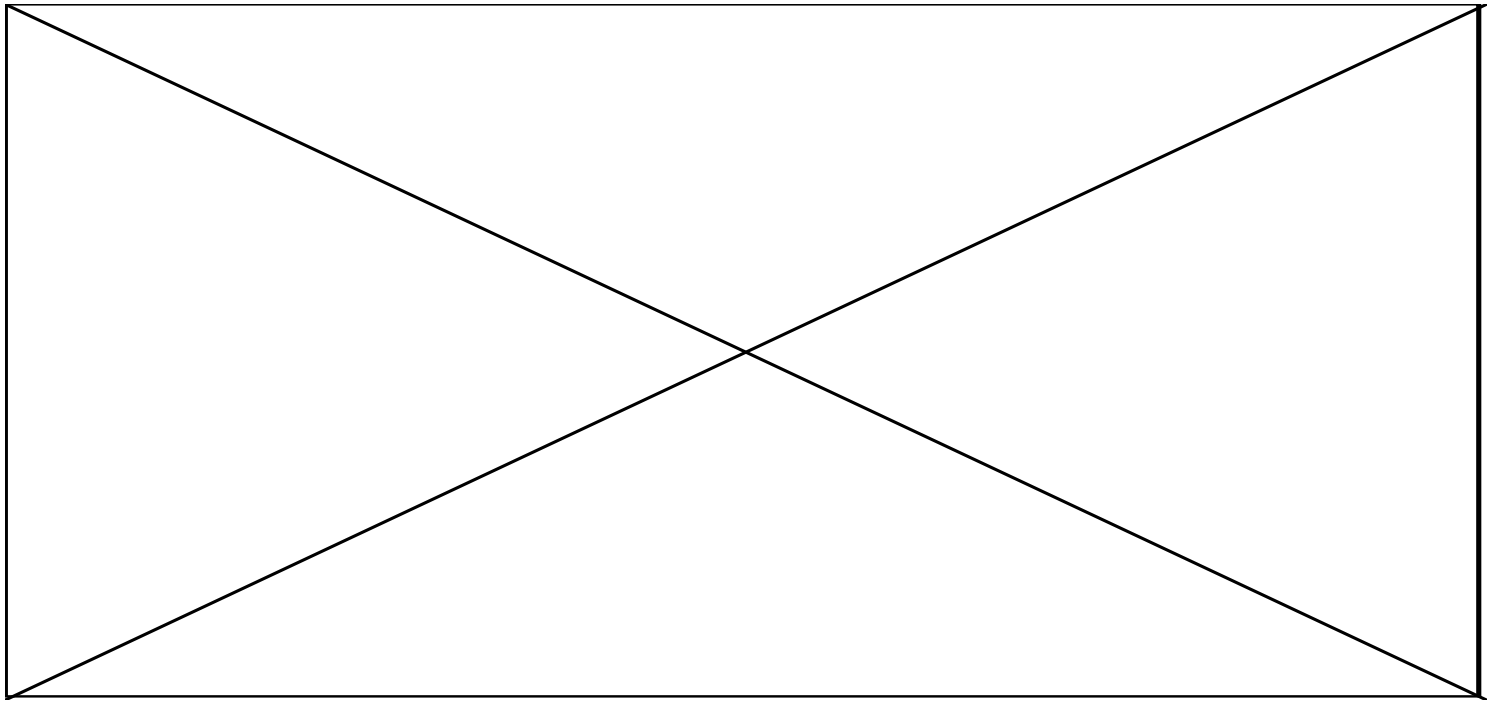
Defines how you are perceived in regards to influence.

Let's start with an experiment



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Make yourself as big as
possible during half a minute



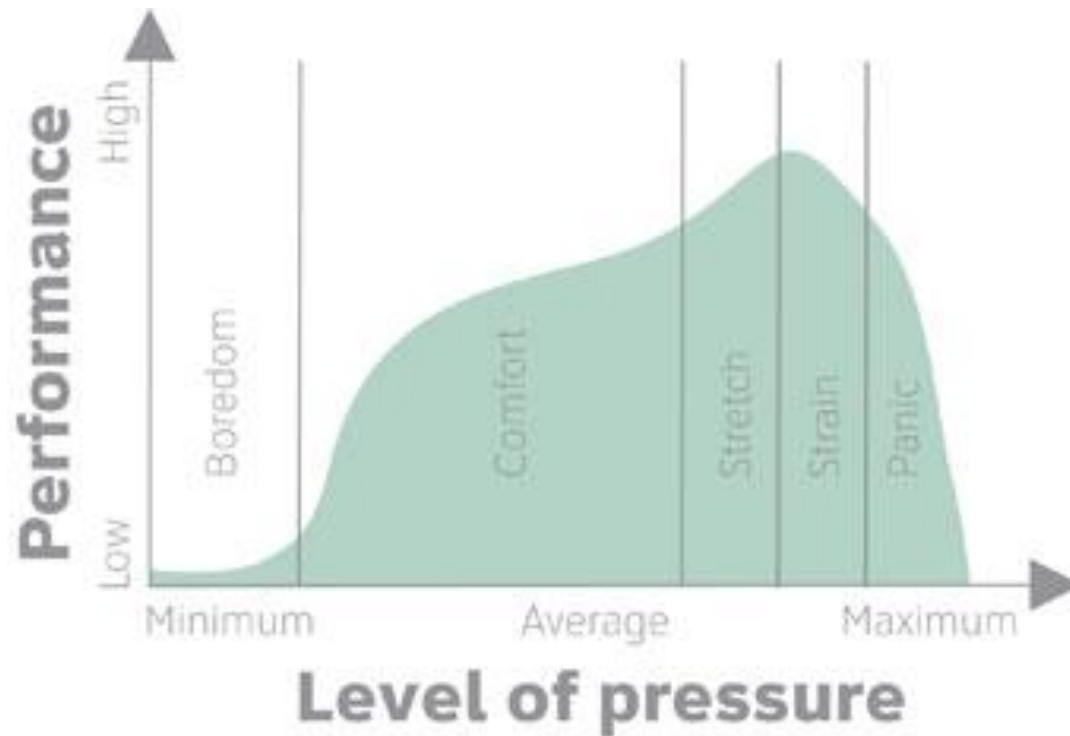
The research behind power posing

- Amy Cuddy, Harvard University

Secret 2: try something new

If you want to get different results,
You need to behave differently.

Get into the learning zone



Inner critic



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Inner fan



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You have a choice

Who do you listen to?

Secret 3: appearances matter

Tool: achievement list



What would be on your achievement list?

Exercise:

- Form a couple with a person next to you.
- Tell the other person what you are great at.
- Listen encouragingly.
- When you see the sign, switch roles.
- You have one minute per person.

Modesty and (self)criticism are not joining us.

Secret 4: switching makes you more effective

Leaders and career makers are more effective when they combine feminine and masculine qualities.

Toolbox



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Influencing skills

Masculine	Feminine
Take a stand	Acknowledging
Profiling	Listening and asking questions
Showing ambition	Sensitive to the needs of others
Competing	Including

Based on BEM sex role inventory and
Jan Bijker influencing skills

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Secret 5: find your roadmap



APPLICATION FOR EMPLOYMENT

POSITION SOUGHT: _____ Available Start Date: _____

the
Unwritten Rules

Gen _____ M _____
It is required by law to maintain records of both the race, ethnicity, and gender of applicants. Submission of this information is voluntary and is being collected for statistical and affirmative action purposes. There will be no negative consequences if you choose not to provide this information.

Race/ Ethnicity

- ☒ **Black or African American**
- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ Hispanic or Latino
- ☐ Native Hawaiian or Other Pacific Islander Race
- ☐ White
- ☐ Two or more Races

EDUCATION

Name and Location	Graduate? - Degree?	Major / Subjects of Study



Design your roadmap



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Thank you for your attention

Questions?

More information?

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Bruna Uitgeverij

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