



The Corporate Fixer Conversation Influencer Planning Tool

Before you go into any important conversation that requires influence, use this simple tool to make sure you have your bases covered:

Action Step	Notes	Common Mistakes
Get clear on your goal.		Thinking that you don't need to prepare; Trusting your instincts instead of planning; Setting ambiguous goals; Setting the wrong goal for that conversation.
Thoroughly evaluate the situation.		Not considering all the factors, positive and negative, that can influence the other person; Not thinking of the other person's motivations.
Choose the correct approach.		There are at least four proven strategies that work for influential conversation but most leaders rely on just one.
Plan your approach.		Many leaders often don't plan how the conversation might go, they don't plan the best opening, how to respond to any objections or what to do if they get new information during the conversation
Get an exit strategy.		Many leaders stay in conversations well past its expiration time; Not planning for what to do if a meeting goes downhill; Failing to plan for what might go wrong, not just worst case scenario.
Rehearse.		Rehearsing or role playing an influential or important conversation with a coach can improve results exponentially; failing to do so reduces your chances for a positive outcome.

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