

BANKCODE - Increasing your capacity to influence

The ability to influence people is the number one skill necessary in successful organisations.

Nowadays we are so connected with technology; email, phone, Twitter, Instagram etc., and yet often we are so disconnected as people. We were never taught that to influence effectively we have to be able to understand and enter the other person's model of the world. We have to speak to that person in his or her language and style, rather than our own.

Take a minute and consider how effectively you are connecting with all the important people in your environment? Your boss? your colleague? your Head of Department? your clients? Identify which relationships need work.

The easiest way to get rapport is to speak the same language.

There are four basic personality types and each one speaks a different language. See the white paper by Cheri Tree on the 'Future of Sales'.

Blueprint

Blue is the colour of credibility and stability. The Blueprint is conservative by nature, someone who likes their life to be governed by schedules and rules, systems and processes. They seek professionalism, timeliness, protocols and respect.

Everything in the world of a blueprint, is potentially booby-trapped so they crave certainty and control.

Action

Red is the colour of fun and action. Reds are movers and shakers. They go first, they are like Nike and 'just do it'. Often they like VIP events, celebrities and they get excited about everything. They are competitive, like to win and bore easily.

Nurturers

Yellow is the colour of the nurturer. They are warm, happy people. They have a heart of gold. They are not here for the money, they want to make a difference in the world. Relationship currency is so powerful for nurturers. They fulfil their purpose by taking care of their customers and their clients. They want everyone to be happy so they struggle with conflict and when they can't meet opposing needs.

Knowledge

Green is the colour of knowledge. Data, science, facts, spreadsheets. Knowledge types are often the smartest people in the group but not the highest paid. They may get analysis paralysis, needing just one more piece of information before making a decision.



In reality everyone is a mix of all four personality types to a greater or lesser extent. In order to influence others, we have to first know how we are wired and then realise that when we understand the language of each different personality type we can communicate with them in their language.

Use the following link to find out your personality code and then encourage key people in your team, your business and your family to work out their code.

www.mybankcode.com/peyton

By speaking in BANK language, you can increase your influence on every personality type because BANK helps you build great relationships not just within your business but within all of the organisations and relationships in which you currently operate.

For more information on leadership skills and to access my weekly blogs please visit my website at www.lynnpeyton.com/core