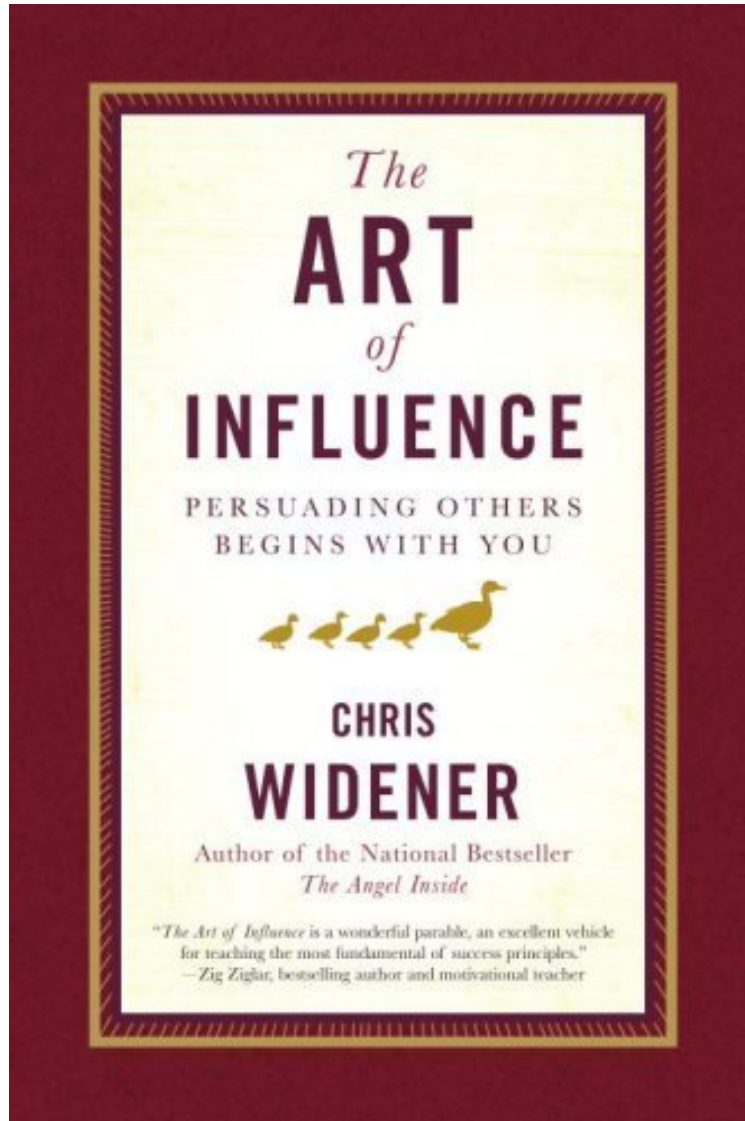


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## The Art of Influence: Persuading Others Begins With You

Chris Widener

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**Chris Widener : The Art of Influence: Persuading Others Begins With You** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Art of Influence: Persuading Others Begins With You:

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this book to anyone recently out of MBA school. I am confident anyone interested to grow their influence (MBA or not) in this fast paced global economy will find the book insightful/valuable. I chose this rating because the book was in all ways excellent. Dan Nelson Plant Sciences, Inc. California 1 of 1 people found the following review helpful. The Art of Business! By O. Halabieh This book was recommended to me by my mentor. This book is a parable on influence and its fundamental role in leadership. As Chris describes it: "Influence is the key to success. Influence is the art of business." Through the story of Marcus and Bobby, we learn about the Four Golden Rules of Influence: 1) Live a life of undivided integrity 2) Always demonstrate a positive attitude 3) Consider other people's interests as more important than your own 4) Don't settle for anything less than excellence While the above learnings are by no means novel, they are formulated and presented in a very educative, entertaining and thoughtful manner. A highly recommended quick read, that as Mark Sanborn writes: "reminds us of the bedrock fundamentals not only of influence but of a life well lived." Below are some excerpts that I found particularly insightful: 1- "Persuasion is about what you do to other people. It is about techniques... Influence, in the other hand, is about you... Influence is your ability to change another person's thoughts, beliefs, or actions. In order to be successful in business, you have to be able to influence people." 2- "You can't decide if you are going to be a leader. You can only decide if you will become the type of person others want to follow." 3- "Thomas Jefferson quote - there is a 'Natural aristocracy among men, the grounds of which is virtue and talent.'" 4- On Fishing: "...you've got to have fish...you've got to wait until they are hungry...you have to use the right kind of bait...the last important factor in fishing is presentation." 5- "...let me tell you about integrity. It is all you have. It is the foundation of everything else you do. Without it, you are lost in business. Ultimately the relationship between leader and follower, between buyer and seller, is about trust. Without integrity, it is impossible to trust." 6- "Always demonstrate a positive and optimistic attitude. That is how I influence these superstars I have to lead." 7- "What should they do? (When things go wrong) They need to ask the positive and optimistic question: What good can come from this? That question will help you focus on solutions. It will focus you on a better future. And bringing people to a better future is what influence is all about. Optimism is a choice that we make." 8- On leadership by walking around: "...what matters is what you do when you walk around. I make sure that I am looking out for my people and building relationships. I make sure they know that I care about them and am interested in them." 9- "People are attracted to excellence, so when we live our lives with excellence, people view us in a different way than if we didn't. They actually respect us more, and give us more opportunity to influence them."

From Chris Widener, the author of the breakout bestseller *The Angel Inside*, comes an inspiring new parable on the power of influence. *The Art of Influence* will make you think twice about everything you've ever learned about influence. As Chris Widener's inspiring story reveals, it's not something you "do" to other people but rather something that starts with how you shape and transform your own life. Forget about manipulation and slick fast-talking; *The Art of Influence* teaches that your ability to influence others begins from within.

From Publishers Weekly Widener's acclaim as a professional speaker can certainly be understood when listening to his reading. He does not take a dramatic or theatrical approach, but offers a delivery appropriate to the format. Listeners who enjoy attending seminars of the *Seven Habits* and *Who Moved My Cheese?* variety can expect the same type of solid and engaging motivational storytelling they have grown accustomed to hearing in hotel conference rooms. In portraying the interactions between his two protagonists—ambitious young business school graduate Marcus Drake and seasoned tycoon Bobby Gold—Widener displays an especially keen ear for both mentor-mentee relationships and generational differences in the world of work. The situations and insights ring true with clarity and purpose. A Doubleday hardcover (s, May 5). (Aug.) Copyright © 2005; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Advance Praise for *The Art of Influence* "Effortlessly master the most powerful and profitable of art forms. Drink deeply of the wisdom of this influential book." --Mark Victor Hansen, co-creator of *Chicken Soup for the Soul* "A fantastic little book that reminds us of the importance of integrity and attitude in leadership. A fresh and fun look at the subject of influence." --Jeffrey Fox, New York Times bestselling author of *How to Become CEO* "The Art of Influence is a must-read for anyone desiring the wisdom to influence others." --Jim Rohn, author of *The Five Major Pieces to the Life Puzzle* "The Art of Influence . . . reminds us of the bedrock fundamentals of not only influence, but of a life well lived." --Mark Sanborn, author of *The Fred Factor* About the Author CHRIS WIDENER is the founder and president of Made for Success, one of the world's leading personal-development companies. A sought-after speaker, he is also a coach to CEOs, sales professionals, and top political figures. Chris is a columnist for *Success* magazine and co-hosts the show *True Performance* with Zig Ziglar. Chris and his family live in Issaquah, Washington.