



# Critical Influencing Skills for Advancing Professionals

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LOGiQ<sup>3</sup>  
FREEDOM TO THINK

# AGENDA



**Background**



**Leading a Team**



**Influencing Peers**



**Influencing Management**

# 1 BACKGROUND

*So why are we talking about Influencing??*

## Why Are We Talking about Influencing?

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- Because the ability to influence is an incredibly powerful tool.
- Because it's not enough to just be right !!
- Because you (have the opportunity to) influence ALL THE TIME... in almost every interaction.
- Because we don't talk about it enough.

Understanding this, and planning for it,  
is half the battle

# What's in it for YOU?

When we're done, you will be able to:

- Influence management, subordinates and peers
- Communicate in a clear, compelling way
- Determine how to get decisions made efficiently

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**Early Career Development = Building Strong Technical Background**

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**Mid-Career Development = Adapting to a Fluid, Results-Oriented Environment**

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**Advanced Career Development = Communicating & Influencing**

# Who do we try to influence?





# 2 LEADING A TEAM

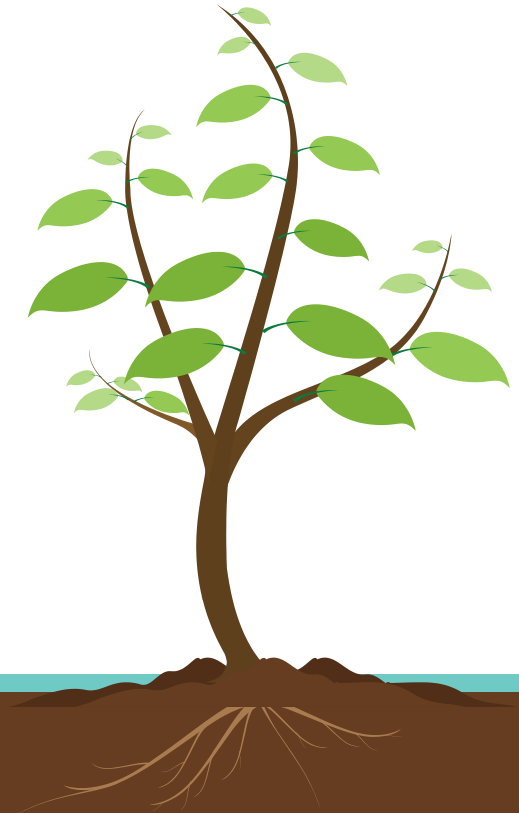
# LEADING A TEAM

“Leadership is influence—nothing more, nothing less.”

“...leadership is about influencing people to follow...”

“To move people in a new direction, you need to influence.”

“You’re a leader only if you have followers, and that always requires the development of relationships...”



John C. Maxwell

The 21 Irrefutable Laws of Leadership (1998 and 2007)



# Creating a Team Vision

- Paint a picture of the ideal state for the team
- Make sure they can envision it (really see it)
- Energize them around the steps needed to get there (make the path as clear as you can)



# Setting High Standards

- Don't aim low
- Making them better leads to achieving the vision
- Making them better also makes them better (professional development, new opportunities, etc.)



# Coaching and Mentoring

- Give team members the time and attention they deserve
- Make sure feedback is explicit (with relatable examples)
- Challenge them to do more than they've done before



# LEADING A TEAM

All leaders build a Legacy...what do you want yours to be?

**He/She really kept it going**

or

**He/She didn't screw it up**

or



**He/She brought us to a place I never imagined we could get to**



**3 INFLUENCING  
PEERS**

# It's all about Good Will and Personal Relationships...



People help & support people they like.

## Tips:

- ✓ Be personable, even when they are not (make them like you!)
- ✓ Always say yes to helping out (let others become indebted to you)
- ✓ Make it easy for them to help you ("all I need is...")
- ✓ Meet them (in person)...Avoid e-mailing like the plague!!!

See next  
slide!



You Cannot Influence  
Well Enough by E-mail

E-mail is killing our influencing skills...

- We're losing our personal connections
- It's too easy to be brave on e-mail
- It's too easy to say "no" via e-mail
- You can't look someone in the eye on e-mail
- We're losing our ability to communicate verbally
- We're too tied to our desks



**4 INFLUENCING  
MANAGEMENT**



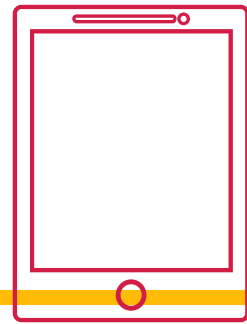
# INFLUENCING MANAGEMENT

Management wants to know one thing...  
...how you can help them

- You must convince them that what you want helps them...
- Be persuasive, be passionate (own the topic with complete conviction)  
...the business will move in the right direction if you get what you want
- Know your audience...

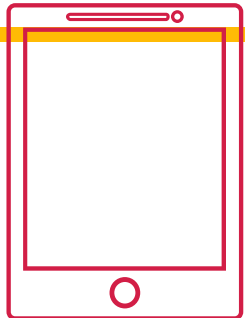


# KNOW YOUR AUDIENCE



How do they prefer to receive information?

Where's the data?  
What are my options?  
What's the bottom-line?



# HOW TO PRESENT YOUR INFO

## Where's the Data?

Costs	2011	2012	2013	2014	2011-14
Software	\$ 100,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 175,000
Hardware	\$ 125,000	\$ -	\$ -	\$ -	\$ 125,000
IT time	\$ 150,000	\$ 100,000	\$ 50,000	\$ -	\$ 300,000
Business time	\$ 75,000	\$ 50,000	\$ 25,000	\$ -	\$ 150,000
<b>Total Costs</b>	<b>\$ 450,000</b>	<b>\$ 175,000</b>	<b>\$ 100,000</b>	<b>\$ 25,000</b>	<b>\$ 750,000</b>

Benefits	2011	2012	2013	2014	2011-14
Current Activity	1,000	1,100	1,210	1,331	
Activity Increase %	5%	10%	10%	10%	
Additional Activity	50	110	121	133	
Current Close Ratio	20%	20%	20%	20%	
Close Ratio Increase	5%	5%	5%	5%	
New Close Ratio	25%	25%	25%	25%	
Average Quote Size	\$10,000	\$10,000	\$10,000	\$10,000	
<b>Total Benefits (Additional Sales)</b>	<b>\$125,000</b>	<b>\$275,000</b>	<b>\$302,500</b>	<b>\$332,750</b>	<b>\$ 1,035,250</b>

<b>Benefits - Costs</b>	<b>(\$325,000)</b>	<b>\$100,000</b>	<b>\$202,500</b>	<b>\$307,750</b>	<b>\$285,250</b>
<b>ROI</b>	<b>32%</b>				

## What are my Options?

### OPTION 1 (the Basic Model)

- Pros
- Quick to implement
  - Cost effective
  - Does the job
  - Simple to understand

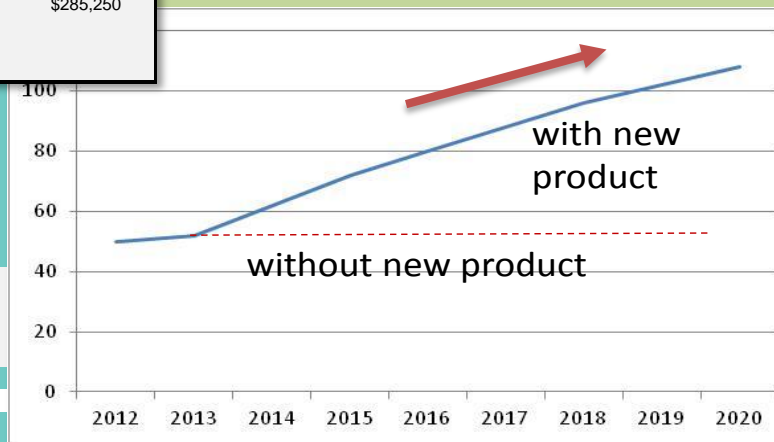
- Cons
- Tough to differentiate
  - Doesn't fit into the portfolio

### OPTION 2 (the Special Model)

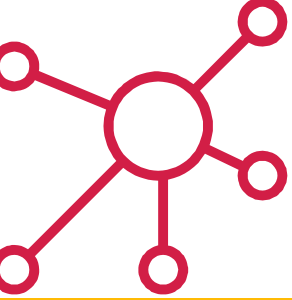
- Pros
- Opportunity for big sales
  - Sustains our reputation for cutting edge products
  - Competitors will have to catch up

- Cons
- Takes more time to deliver
  - Price/Cost equation
  - Tough to fix if it breaks

## Sales Projection



## What's the Bottom Line?



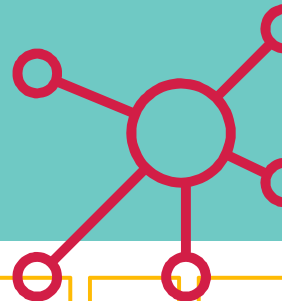
# KNOW YOUR AUDIENCE

What is their decision-making style?

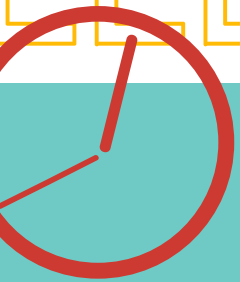
Analytical (like to mull-it over)

Decisive (right now)

Consensus-building (involve others)



# KNOW YOUR AUDIENCE



How much time do they have?

30 seconds

10 minutes

An hour



# Let's Wrap It Up...

- ✓ Always be ready to influence
- ✓ Advancement is all about communicating and influencing
- ✓ Build a Legacy...create a vision, set high standards, coach to achieve
- ✓ Grow relationships, not your sent box
- ✓ Be prepared, be persuasive, and know your audience

# Q & A ?



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