

ELEVATE 2024 ANNUAL CONFERENCE

Tuesday, April 30 in Burbank, CA



Improve your Influence with Gatekeepers and Decision Makers

Presented by David Ackert, CEO of PipelinePlus

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Whatever you want in your professional career is one conversation away from becoming a reality.

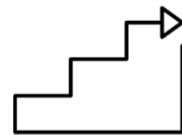
All you have to do is identify...



What do you want?



Who are the
decision makers?



How can you
improve your
influence with
them?

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What do you want?

Vaguely defined:

Have a successful year.
Get a raise.
Increase membership.

SMART Goals

Specific
Measurable
Actionable
Realistic
Time-Bound

SMART Goal:

**Increase membership by 5% and
reduce attrition by 2% before the
end of the year.**

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Describe your goal, at a high level: _____

Now, let's make it SMART

S	Describe the outcome in specific terms. What are 3 conditions for success?	<input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____
M	Measurable: Use units of measurement to describe success such as money (how much), timeframe (how fast), or outcomes (how many).	<input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____
A	Actionable: Is this a goal you can proactively pursue? If so, it's actionable. If it's mostly beyond your control, you'll have too little agency to advance it.	<input type="checkbox"/> YES <input type="checkbox"/> NO
R	Realistic: Do you believe there is at least a 50% chance you will be successful? If so, it's realistic.	<input type="checkbox"/> YES <input type="checkbox"/> NO
T	What is your time-bound deadline for completion?	Deadline: _____

Now, combine these elements and describe your SMART goal.

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Which people are critical to the success of your SMART Goal?

Decision maker 1	What do they need to succeed? (e.g., save time, show profit, improve efficacy)?	How can they help you?	How strong is your relationship (1-5)?
Decision maker 2			
Decision maker 3			
Decision maker 4			
Decision maker 5			

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Relationship strength

If your relationship strength is low (1-3), you can elevate it by:

1. Asking a gatekeeper who has a higher relationship score with the decision maker to (re)introduce you, put in a good word, or make an ask for you.
2. Helping the decision maker get what they need to succeed.
3. Building influence with the gatekeeper or decision maker.

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The key to improving your influence with people is thoughtfulness.

One often underutilized way to express your thoughtfulness is to give them a genuine compliment.

Dr. Xuan Zhao and Nicholas Epley conducted study on acknowledgments at Stanford.

- Most people underestimate the impact a compliment can have.
- They overthink how they should say it, and often end up saying nothing.
- Or they use innocuous language that is too soon forgotten. (“Great conference!”)

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Power Acknowledgment

1. Their action “Great job putting together the conference.”
2. The effort it took “I can only imagine the many hours you put into finding the venue, the speakers, curating the programming, and coordinating the logistics. Really impressive.”
3. The impact it had (on you and/or others) “You’ve elevated our organization and already created enthusiasm for next year’s event. You’ve helped create a stronger SAE community.”

Practice with your neighbor.

A: Share something you’re proud of having accomplished.

B: Ask questions so you understand the details. Then, give them a power acknowledgment.

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The key to improving your influence with people is thoughtfulness.

A Gesture of Extraordinary Thoughtfulness (GET)

Interview your neighbor for a GET.

A: What do you like to do for fun/weekends/etc.?

B: Share.

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Ask for help

In another of Dr. Zhao's studies, she observed a persistent difference between how help-seekers and potential helpers view the same event. Help-seekers consistently underestimate how willing others are to help them and how positive the helpers felt afterward. In her studies, help-seekers overestimated how inconvenienced helpers would feel by a factor of up to 6x.

Why do you think we are reluctant to ask for help?

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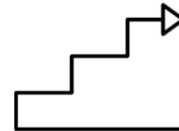
You are six times more likely to succeed by improving influence with the decision makers in your life, then asking them to help you achieve what you want.



What do you want?



Who are the decision makers?



How can you improve your influence with them?

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Activating today's learnings

Make your goals SMARTer.

Identify multiple decision makers who can help you achieve your SMART goals and think about what *they* need to be successful.

Be intentional about strengthening your relationship with them (or their gatekeepers).

Build your influence through genuine power acknowledgments and GETs.

Earn the right to ask for their help. They are six times more likely to say "yes" than you think.

Share with your neighbor one step you will take to put today's learnings into action.

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CatSAE→

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