



CHARTERED  
SOCIETY  
OF  
PHYSIOTHERAPY

London Regional Network Webinar  
July 3<sup>rd</sup> 2024  
John Cowman



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SOCIETY  
OF  
PHYSIOTHERAPY

## Structure

Intro

Leadership

Influencing

Emotional Intelligence

Practical Approaches

Know yourself

Know your audience

Know your subject

Tell the story

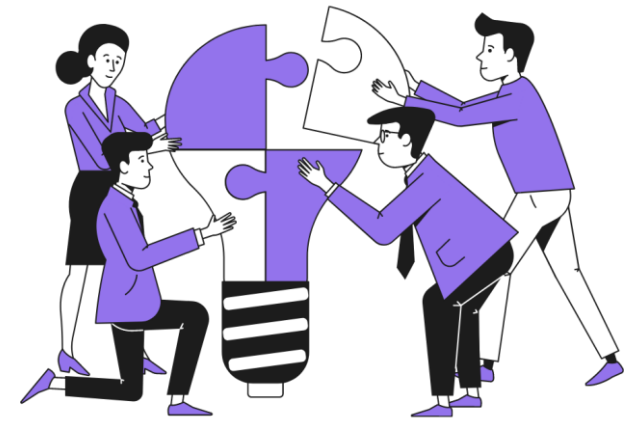


# Introduction and Housekeeping



# Leadership

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# Leadership

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One word to describe the most important trait of leadership.....

# Leadership

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Harvard Business Review

**'Ability to influence others'**

# Influencing

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the power to have an important effect on someone or something



# Influencing

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one word to describe the most powerful way to influence.....



## Cialdinis 6 Principles of Persuasion

# Influencing

**RECIPROCITY**



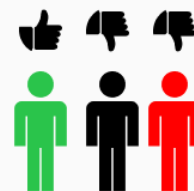
**CONSISTENCY**



**SOCIAL PROOF**



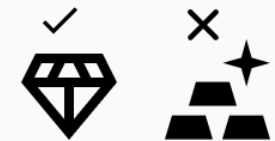
**LIKING**



**AUTHORITY**



**SCARCITY**



# Influencing

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who is the one stakeholder that you wish you could influence at work .....

# Stakeholders

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a person, group or organisation with a vested interest, or stake, in the decision-making and activities of a business, organisation or project

# Stakeholders

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who is the one stakeholder that you wish you could influence at work .....

# Emotional Intelligence

the ability to manage both your own emotions and understand the emotions of people around you

## The Four Pillars Of Emotional Intelligence

01

### Self-Awareness

- Recognize your own emotions.
- Understand how they influence your actions.

02

### Self-Regulation

- Manage emotions in a healthy way.
- Adapt to changing circumstances.

03

### Empathy

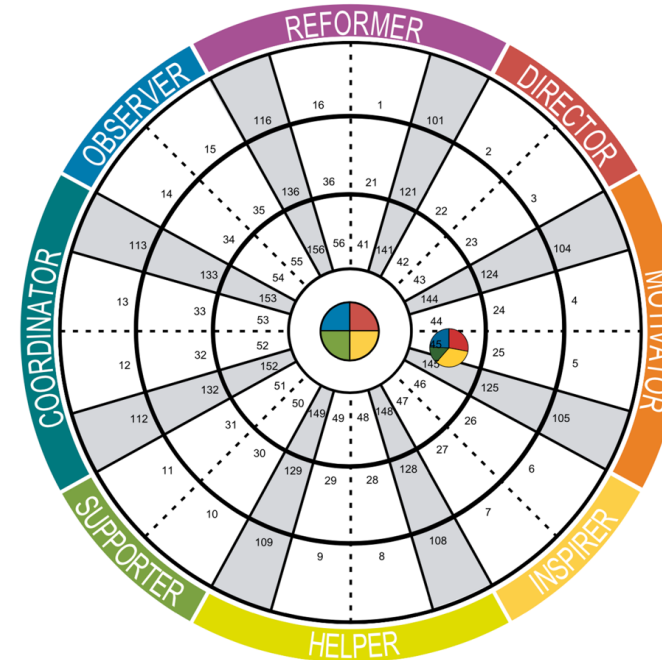
- Understand other people's emotions.
- Offer comfort and support.

04

### Social Skills

- Build and maintain relationships.
- Effective communication.

**INSIGHTS PROFILING (2020)**



Conscious Wheel Position  
45: Inspiring Motivator (Accommodating)

Less Conscious Wheel Position  
4: Directing Motivator (Focused)

**THE MOTIVATOR**

The extravert intuitive person. These are the positive thinkers, the enthusiastic people who like motivating other people in moving forward. They have the gift of finding connections between different events and translating them into new opportunities. They like adventure and unlimited possibilities and strive for prestige and respect. Their greatest fear is to be restricted or to lose respect.

Know Yourself

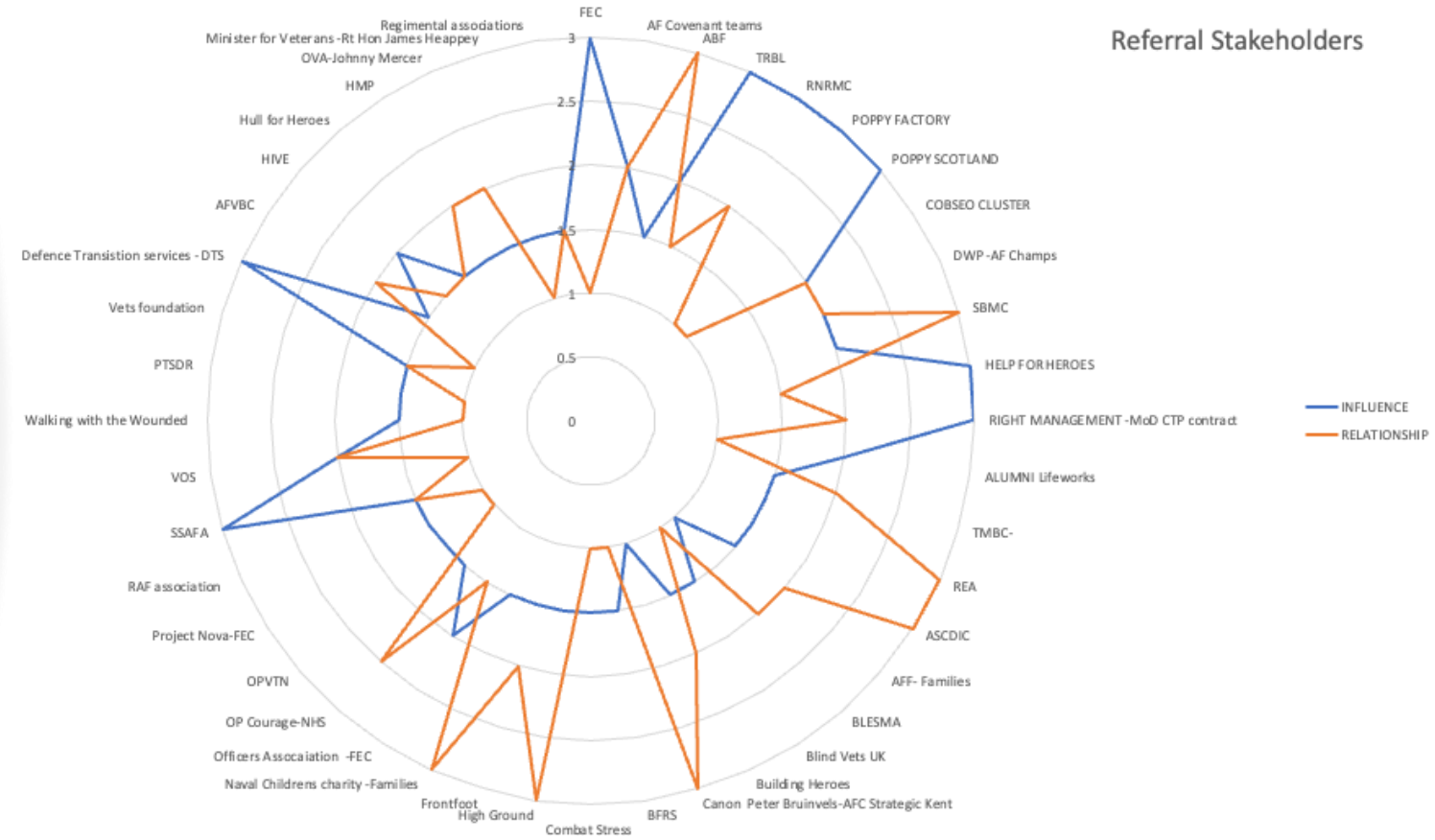
# Practical Hint 1

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## Psychometrics

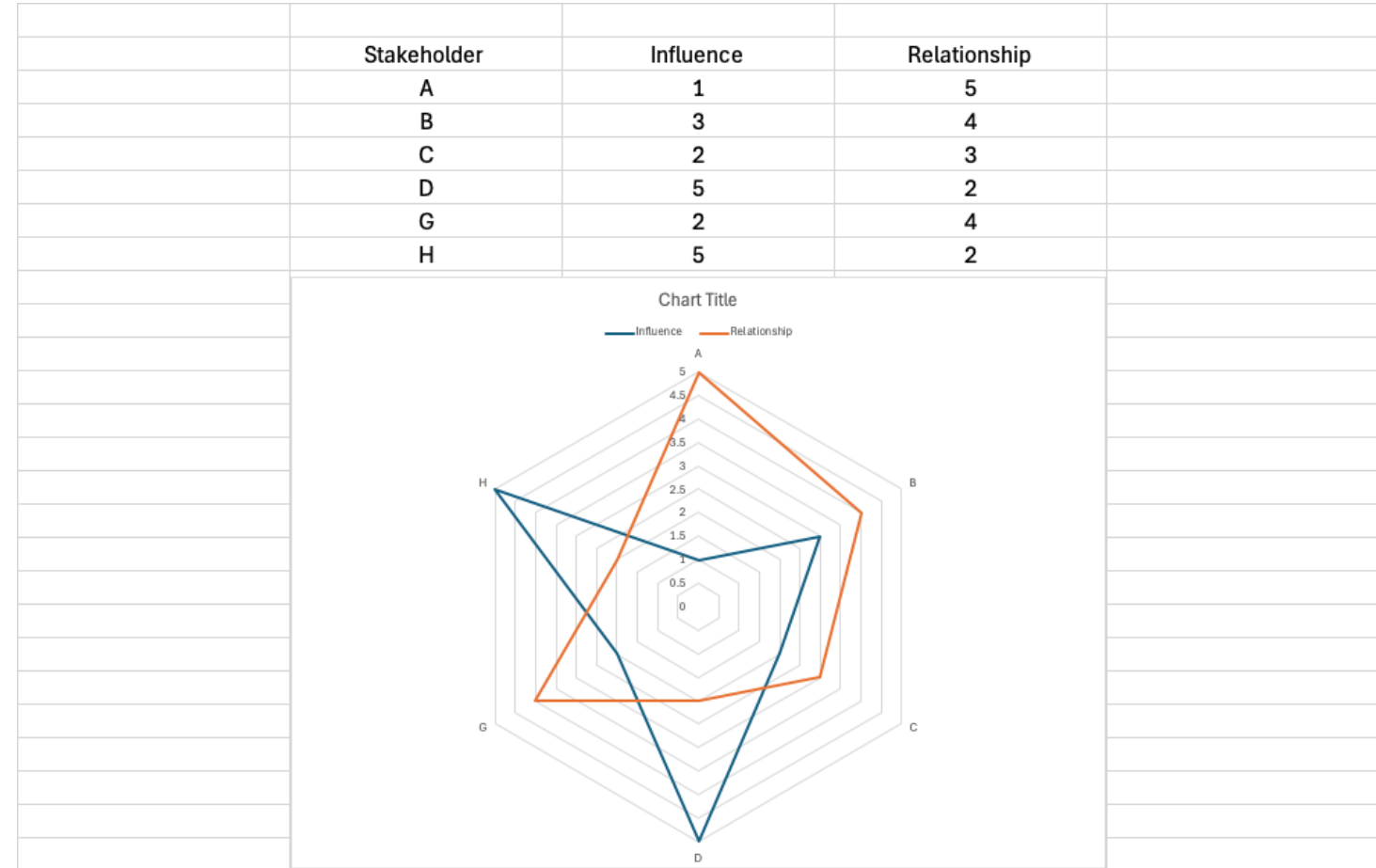


# Know Your Audience





## Stakeholder Mapping



# Practical Hint 2

# Know Your Subject

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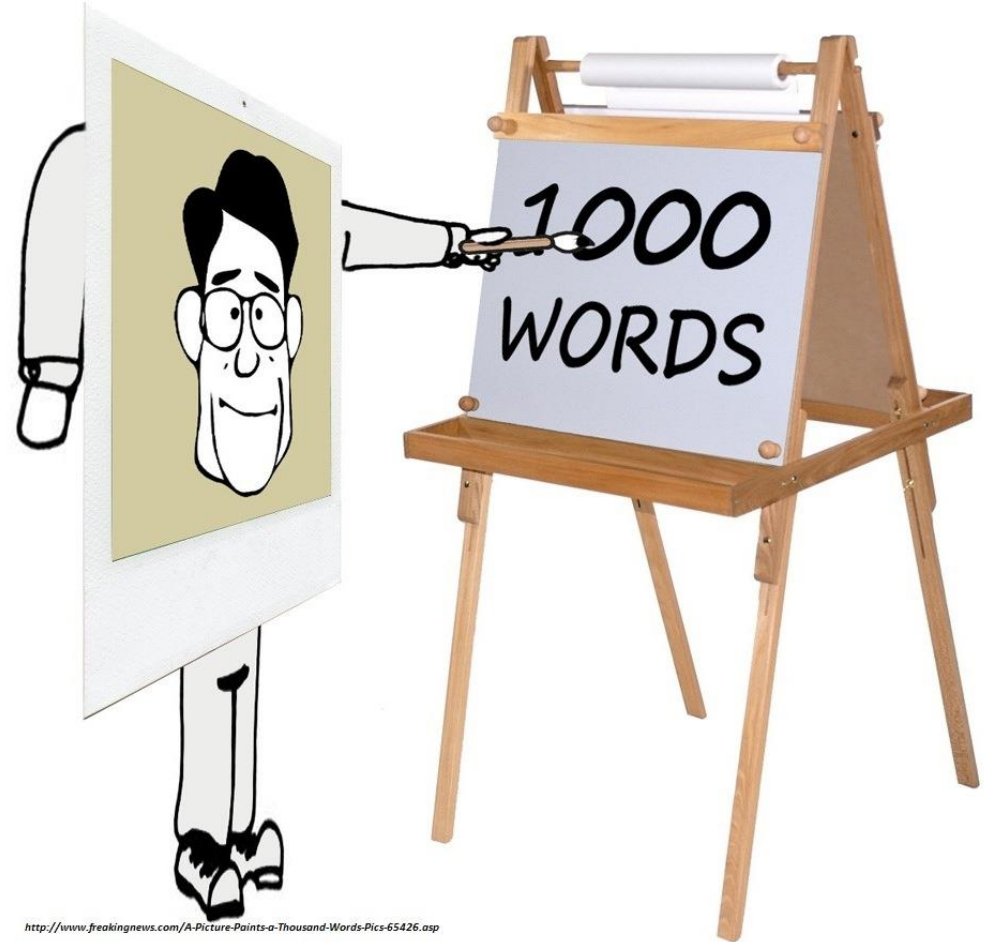
Be prepared



# Practical Hint 3

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Gather and Use Data



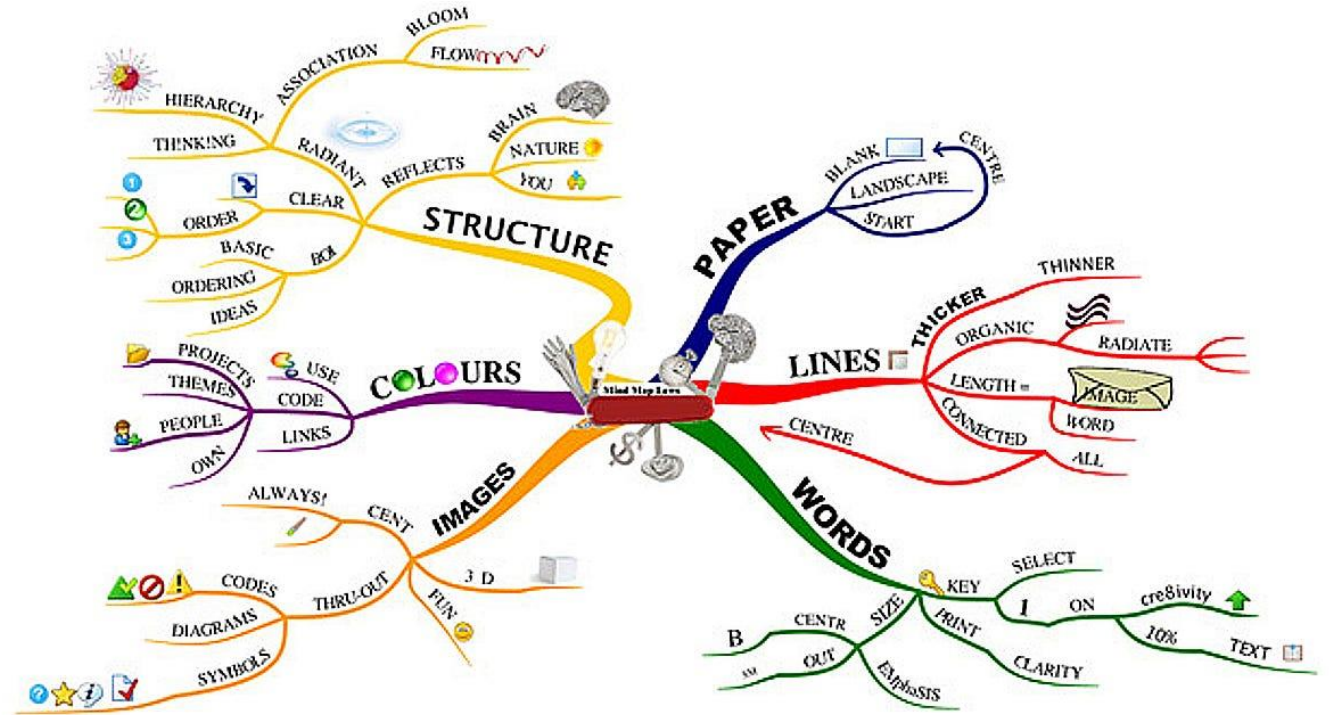
# Tell the Story

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## Story Boards

# Practical Hint 4





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