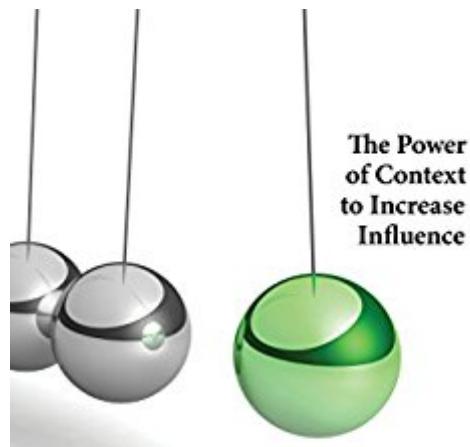


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Swayed: The Power Of Context To Increase Influence



Swayed

Christina Harbridge



Synopsis

Think about the most incredible inventions, events or movements in history. You'll recognize that each began with a person being able to influence others to join him. We need the ability to sway others to begin nearly everything we create—it gives us the power to set a new reality into motion. *Swayed: The Power of Context to Increase Influence* helps decode the incredibly intricate system of influence that relies on mutual attention and understanding. This book outlines a detailed model—or a set of actions—which teaches us to identify and communicate so people really hear us—in a way that truly connects with them. *Swayed* teaches us to both understand natural human tendencies around communication and use them to read situations and proceed in ways that will bring us closer to our desired outcomes. Praise for "Swayed: The Power of Context to Increase Influence" "Swayed" provides thought-provoking ideas and real world examples on the power of context. More importantly, the book offers a wealth of deliberate practices for how to implement in everyday life. This is not just a business book, it is essential reading for improving communication and increasing influence. Simon Cowell, CEO, bareMinerals I've been waiting for this book for years! I am so inspired by Christina's ability to inspire people to act and, more important, her ability to teach others how to do the same. Now we can all learn what she's mastered for years - how to sway people and inspire them to move forward. Simon Sinek, Optimist and author of "Start with Why" and "Leaders Eat Last" "Swayed" is one of the most realistic and original books on influence you'll ever read. It doesn't just share one-off persuasion strategies. Instead, it helps you see and act compassionately, so you're seen as a trustworthy—and therefore influential—human being. A major contribution to the field. Thank you for writing it, Christina. Mark Levy, Author of the O'Reilly Media course, "Influencing People Honestly: Ethical Persuasion Strategies for Leaders, Managers, and Entrepreneurs" Christina has significantly changed the lives of five of the most important leaders in my life. Here, in a profoundly simple model, she's captured the essence of how she makes great people even more effective. I will be recommending this book to my closest friends. Bravo. Mike Maddock, Founding Partner of Maddock Douglas, McGuffin Creative Group and Ringleader Ventures Do everything this book says. Amy Critchett, Founder, Art & Audience and Executive Producer The Bay Lights As someone who has worked very closely with Christina Harbridge over the years, I am thrilled that she has put her brilliant communication insights into an approachable, easy-to grasp, practical, and compelling book. "Swayed: The Power of Context to Increase Influence" is a must-read for anyone seeking to effectively communicate and refine their presentation skills. The book provides concrete and real-life examples to follow and implement. Christina is one of the most brilliant communicators I have ever encountered and I highly

recommend her approach which has enabled me to achieve my desired communication outcomes and take my organization to the next level. -Andrea Dew Steele, Founder, Emerge America

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Customer Reviews

I have read over 30 books on persuasion, from the popular reads by Robert Cialdini (Influence, Yes, etc.) to Fascinate, Maximum Influence, Nudge, Contagious, and many, many other. I also anxiously await Pre-Suasion which is on my pre-order list. I have even interviewed Roger Dooley the author of Brainfluence and the Persuasion Slide, in person (let it be noted it cost me a few Margaritas) for a couple of hours, in person. I too intend to write a book on this subject in the near future. I believe the subject is that important. And I am happy to report that *Swayed* by Christina Harbridge is an important, if not critical, addition to this list. *Swayed* is unlike many other books that act as a compendium of strategies, tips and ideas. *Swayed* explains the critical importance (and persuasiveness) of understanding, listening and communication. Ultimately it is the melding of minds that yields the ultimate outcomes and Harbridge's book shows you exactly how. A must read for anyone who is serious about persuasion and positive outcomes.

Great book to get at what's in the way of getting what you want. From business to relationships the scenarios and examples get at the heart of what matters most: achieving the desired outcome from communicating. As a CEO, the opportunity to enroll your team or alienate them lies in every missed context, every denial of accountability. Simple and brilliant reminder that it's up to me to make it be! For employees a new way to get what you want and need by trying on new ways to present information to leadership. For couples, why not move towards listening versus reacting. The perfect communication handbook for getting ahead.

Full disclosure: I know Christina personally and, at a prior employer, was able to take a few days' worth of training with Christina. Neither of these, however, meant that I knew much about the breadth and depth of what Christina teaches, and the genius of her approach. As I learned while reading *Swayed*, I'd only scratched the surface. I'm generally not a fan of the self-improvement genre. I find too many books heavy on the platitudes and light on the practice. *Swayed* could not, fortunately, be more different. Through various (brief, effective, and realistic) models and exercises, and lots of memorable fables, *Swayed* not only convinces you to do things that best serve your outcomes, but shows you HOW to do them. I liked the book's consistent focus on outcomes, rather than self-sabotage in the interest of temporary feelings of justice and virtue. The example in the first chapter hooked me for that reason: It doesn't matter if you make your point, when you've completely lost your outcome. Who's right? Frankly, who cares, when you don't actually get what you want? I have a background in linguistics, and appreciated the Levels of Context model and exercises described in this book. *Swayed* takes decades worth of research on how people speak and listen and -- without even going into the academic theory -- states what is important, why, and how to apply it. You might be speaking, but if you're doing so in a way that makes it impossible for others to hear and understand you, you will never get the outcomes you want. This section of the book definitely made me realize (and wince) at some past career missteps here, but also provided explicit exercises on how to fix it. As the fables throughout the book show, the lessons in *Swayed* don't just apply in professional contexts, but in all human relationships. It's definitely changed up some of the language I use in communicating with my husband and in-laws!

I've been lucky enough to see Christina work her magic in person, and it is a transformative experience. Her deep insight about body language and unconscious communication habits guides her innovative teachings, and her belief in people's ability to cut through their defenses and

reach real understanding is truly inspiring. She explains models of communication that can roadmap through our most ingrained patterns of reactivity, and all in a compassionate, minxy voice that is a refreshing change from dry business communication books.

This is a very different book on communication - it gives a powerful methodology that impacts how we manage our own internal conversation and how we listen, perceive and interpret communication so that we can respond in a persuasive manner. This is much superior to other books on communication that just give methods of how to communicate. What Swayed does differently is allows me to be aware of my own emotional state so that I am not impaired by things like anger, fear or frustration which often supercede my ability to use a specific communication method. With the tools in Swayed I am able to make choices to speak powerfully and persuasively despite a challenging emotional state.

I'm lucky enough to take Christina's communication training in person, so I'm potentially biased here. Her first book, "Your Professionalism Is Killing You" had a daily impact on my communication skills. It especially came in handy as I was making my career transition from primarily an individual contributor to primarily a leader and manager of people. Management is ALL about influence, so I was excited when I finally got my hands on "Swayed". Via real world examples and an easy-to-understand cadence, Christina explores and explains the power of context and how thinking about it can change the way you approach everything - from talking to your spouse to negotiating with your boss. Highly recommend.

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