



**GETTING TO YES :
FIVE TIPS FOR
INCREASING
YOUR INFLUENCE AS AN AUDITOR**

TCTC 2021

PRESENTER: ANN M. BUTERA, CRP PRESIDENT

THE WHOLE PERSON PROJECT, INC.



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We're an organizational development consulting and training firm --- which is quite mouthful.

Essentially, we profile to figure out why one team is performing better than another. We figure out whether it's the skill, the process or some other cause and then we come up with tools and training programs to help others do what's needed to optimize their performance.

Essentially, we're helping individuals be better managers, professionals, and auditors. Our training addresses technical, inter-personal, and leadership skills.

TOPICS TO COVER

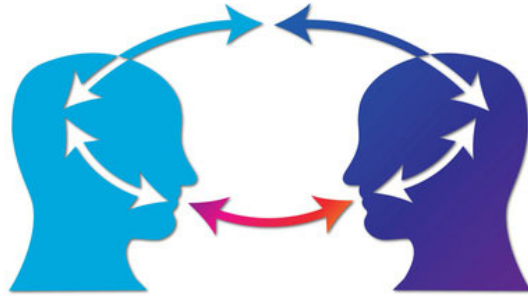
- Finding commonality when interacting with others
- Pacing before leading others
- Watching your language
- Adapting your communication style
- Pulling more and pushing less

DO PEOPLE GO TO YOU WHEN THEY NEED ADVICE OR A SOUNDING BOARD?

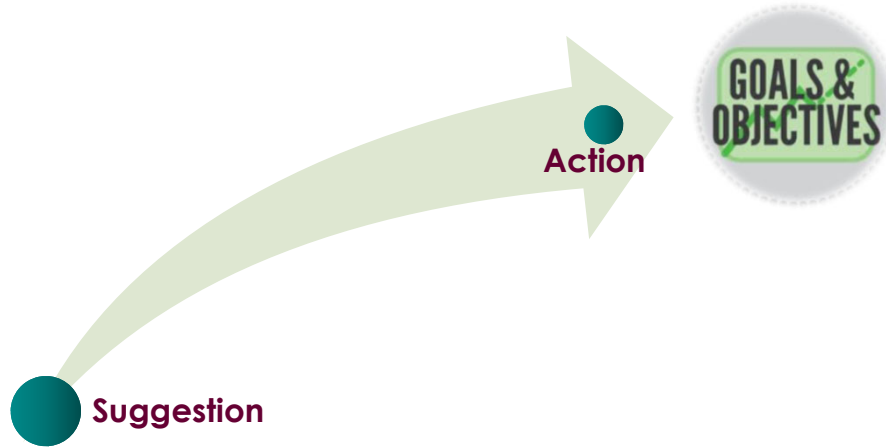


INFLUENCE

THE ABILITY TO GET OTHERS TO ACT ON YOUR SUGGESTIONS WITHOUT PULLING RANK.



INFLUENCE



WHAT DO YOU THINK? POLLING SLIDE

Question: Is influence a core competency for auditors, risk managers, and compliance professionals?

- A. Definitely.
- B. It is useful but not necessary; facts speak for themselves.
- C. Not at all.

THE ROLE OF INFLUENCE IN AUDITING, RISK MANAGEMENT, AND COMPLIANCE



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It's not enough to be technically competent. We need to promote organizational change in the risk management culture.

WHAT DO YOU THINK? POLLING SLIDE

Question: What are the traits of influential people?

- A. Influential people are born that way --- it's an ability that can't be learned.
- B. Influential people talk a lot.
- C. Influential people are friendly.
- D. Influential people make you feel good.
- E. B, C, D
- F. I don't know.

WHO ARE INFLUENTIAL PEOPLE?



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INFLUENCER TRAITS



OUTGOING:

**EXTROVERTED AND
EXUBERANT BUT ALSO GOOD
SELF-MONITORS.**

INFLUENCER TRAITS



EMPATHETIC:

APPROACHABLE AND
ABLE TO UNDERSTAND
OTHERS' PERSPECTIVES
AND RATIONALES.

INFLUENCER TRAITS



ACCESSIBLE:

**FULLY PRESENT,
APPROACHABLE, DOWN-TO-
EARTH, AND WELCOMING.**

INFLUENCER TRAITS



ENERGIZING:

FELLOW EMPLOYEES FEEL
INVIGORATED BY THEM. THEY
ENABLE OTHERS TO SEE
POSSIBILITIES.

INFLUENCER TRAITS



OPTIMISTIC:

THEY FOCUS ON SOLUTIONS, NOT WHAT CAN'T WORK. THEY EXTRACT LESSONS FROM NEGATIVE OUTCOMES.

ARE YOU AN INFLUENCER?



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Would you like to be more so?



FIVE PROVEN TECHNIQUES FOR INCREASED INFLUENCE

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FIND COMMON GROUND 01

Identify and expand areas of commonality when interacting with others.

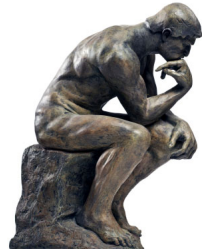


WHAT DO YOU THINK? POLLING SLIDE

Question: How do you find areas of commonality?

- A. I pay attention to photos, art and personal items in a person's office or cubical.
- B. I notice the brand of a person's attaché or watch or jewelry.
- C. I routinely talk about the weather or traffic or the commute.
- D. I don't --- I'm there to conduct a review, not to become someone's friend.

MAKE THE TIME TO EMPATHIZE



Don't think everyone is like you. Take the time to understand the other person's point of view. You don't have to agree with it; you just have to understand it.

Be inclusive.

PACE BEFORE LEADING OTHERS

02



*Hone in on how, when
and how much others
express themselves.*

*Pay attention to the
other person's
communication style
and match it.*

PACE BEFORE LEADING OTHERS

Does my opinion matter?



What makes him tick?

WHAT DO YOU THINK? POLLING SLIDE

Choose as many as are applicable.

Question: What can you do to pace with others?

- A. I can match the person's rate of speech.
- B. I can match the person's energy level by gesturing as much or as little as the other person.
- C. I can match the person's precision when using words and expressions.
- D. I don't have to match anything except my socks – I'm auditing the area and need to be independent.

WATCH YOUR LANGUAGE

03




Use common, everyday terms to explain technical concepts.



WATCH YOUR LANGUAGE

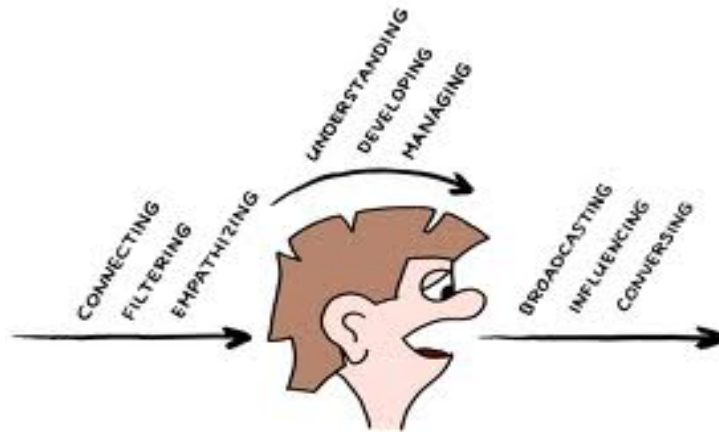
03

A group of business people in a meeting room with a large globe in the background. The scene is rendered in a light blue, semi-transparent style. The people are silhouetted against a bright background, and the globe is a prominent feature in the center. The overall aesthetic is clean and professional.

Be prepared to express the same thought in several ways until your message is understood.

ADAPT YOUR COMMUNICATION STYLE

04



CHANGE YOUR COMMUNICATION STYLE TO SUIT YOUR AUDIENCE

- *Analytical*
- *Goal-oriented*
- *People Pleaser*
- *High-energy Strategist*



WHAT DO YOU THINK? POLLING SLIDE

Question: When presenting to a highly analytical group it's best to:

- A. Explain the number of departments and businesses who are doing what you suggest --- and experiencing terrific results.
- B. State how doing what you suggest will make it quicker to achieve results.
- C. Present your suggestion in a logical and rationale way.
- D. Send the presentation via email and ask for comments and questions.

PULL MORE AND PUSH LESS 05

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**ASK QUESTIONS TO UNDERSTAND THE OTHER PERSON'S
POSITION**



There are two ways of exerting one's strength; one is pushing down, the other is pulling up.

Booker T. Washington

**.....THEN DETERMINE HOW TO POSITION
YOUR MESSAGE.**

CONVERSATIONAL QUESTIONS = INSIGHT

Ask "How was your day?" instead of "Good day?"



IF PEOPLE FEEL THAT THEIR INPUT IS IMPORTANT, THEY WILL FOLLOW.

This is important to him.

My opinion matters.



TAKE THE TIME TO PLAN

Devise a series of open-ended questions that will lead the person to the point you want to make.



GOALS &
OBJECTIVES

SUMMARY

Identify and expand areas of commonality

Pace before leading others

Watch your language

Adapt your communication style

Pull more and push less

***“Influence is our inner
ability to lift people up to
our perspectives.”***



Joseph Wong
Author, The Power Science of Influence



**FINAL THOUGHTS.....
WHAT WILL YOUR INFLUENCE BE?**

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Questions?

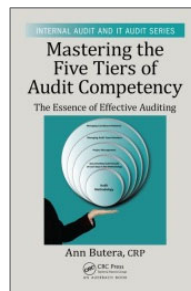
Ann M. Butera



**Owner & President of
The Whole Person Project, Inc.
CRP (Certified Risk Professional)**

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- Over **30 years of experience speaking at internal audit conferences and consulting** with audit departments of all sizes to provide auditors with the **tools and techniques needed to improve** risk management practices within their organizations.
- Former **Audit Committee Chair**.
- Columnist and webinar leader for **Protiviti's KnowledgeLeader**.
- **MBA in Organizational Development** from Adelphi University. Summa Cum Laude graduate of Long Island University/C.W. Post College.



*Ask me about my new book!
"Mastering the Five Tiers of Audit Competency:
The Essence of Effective Auditing"*