
4 Tips on How to Win People's Co-operation

Influence is the art of winning people's cooperation. When dealing with people it's never easy to make them agree with our vision and goal. But to succeed in our project or tasks, we need to win People's Cooperation.

“Alone we can do so little; together we can do so much.” - Helen Keller

1. Make people feel understood.

Spend less time trying to make people understand what you want, and more time making them feel understood. In an ideal world people might make decisions, commitments, and judgments based on logic and sound reasoning. But in this world people act in response to their preferences, feelings, and social influences they're not even aware of. If they trust you and feel that you care about them, they are much more likely to cooperate with you.

2. Find common ground.

Show people how their needs, values, and dreams fit with yours. To do so, you have to understand their values and concerns. See things from their point of view. Be sympathetic with their feelings. Then show them how cooperating with you can help them achieve what they want.

3. Listen.

Listening is the best way to make people feel understood and, at the same time, to find common ground. Ask open-ended questions, the kind that invites people's careful consideration and honesty. Try to understand what people mean, without getting hung up on the literal meaning of their words. And acknowledge their thoughts and feelings (acknowledging isn't the same thing as agreeing with them).

4. Don't argue.

In business (and at home, too) the person you defeat in an argument today may be the person whose cooperation you need tomorrow. Arguments make people stake out positions and defend them. And the more you try to prove them wrong, the harder they will resist you. People may feel overwhelmed and stop arguing with you. But that doesn't mean you've won them over. Remember, most of the time, when you win an argument, you lose an ally.