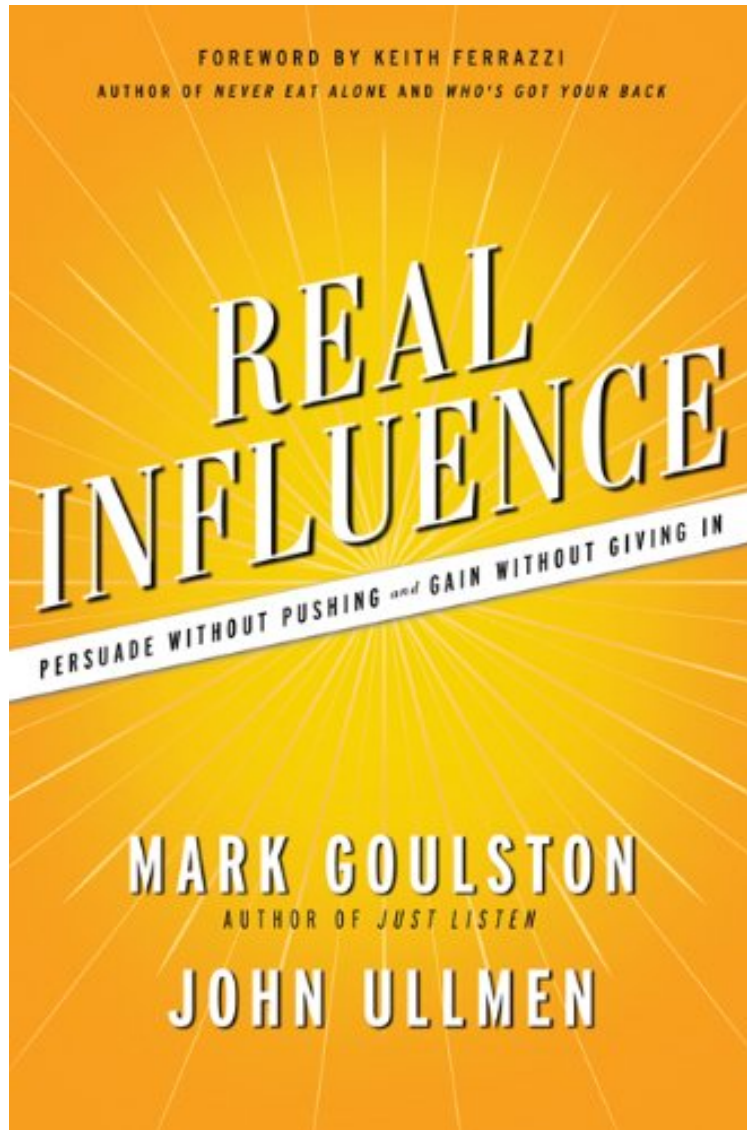


# Real Influence: Persuade Without Pushing and Gain Without Giving In

Mark Goulston, John Ullmen  
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**Mark Goulston, John Ullmen : Real Influence: Persuade Without Pushing and Gain Without Giving In** before purchasing it in order to gage whether or not it would be worth my time, and all praised Real Influence: Persuade Without Pushing and Gain Without Giving In:

0 of 0 people found the following review helpful. and I'm sure there are much better options for learning how to increase your ability to ...By MLelandThere's nothing earth-shattering in this book, and I'm sure there are much better options for learning how to increase your ability to influence. There were some good reminders/strategies about

focusing on the needs and goals of others. 4 of 5 people found the following review helpful. abiding power  
By Legal Bee  
The pressure to become an influential lawyer pushed me to read every book I could on the subject. Most books fall into two categories, the manipulative or the placating. I know people who have done irreparable damage to their reputations by employing manipulative tactics, but I did not want to be wimpy either. I was afraid that being influential might be an either/or choice. This book widened my narrow view of what influence is and how it should be practiced. I always know when someone is truly my friend. I would do anything for my friends. That is the abiding power of true influence. I felt like Dr. Goulston was talking directly to me when he wrote: "And here's the biggest problem of all with the manipulative influence techniques many experts recommend-- techniques often based on social science experiments. These experiments typically stop measuring after people comply, as if no aftereffects come into play. But real life consists of a web of relationships and reputations that spread far beyond an initial interchange. In the real world, interactions are never isolated. Anything you do might affect your relationships, as well as your reputation, for a long time to come." For the cynics who confuse kindness with kissing-up, people don't really like you, and they know exactly what you are. Like the pushy salesman or the jerk lawyer, you are going the way of the primitive sleaze-o-saurus.  
0 of 0 people found the following review helpful. Loved this book  
By Abey and Beena Abraham  
A great book with common sense painted in stories and applications that bring the concepts clarity. I literally have used stories from this book in my conversations with others and have recommended it widely. Better than your usual communication/business book.

People won't put up with being "sold" anymore. If they sense they are being pushed, their guard goes up—and even if they do comply, lingering resentment undermines the relationship...maybe forever. Yet, most books on influence still portray it as something you "do" to someone else to get your way. That out-of-date approach invites resistance or cynicism from those who recognize the techniques. Manipulative tactics might occasionally wear down a colleague's or client's resistance, but they fail to produce the mutual trust that sustains successful relationships. In short, they just won't work in our sophisticated, post-selling world. In this groundbreaking book, authors Mark Goulston and John Ullmen reveal a new model for authentic influence—the kind that creates a strong initial connection and survives long after agreement has been reached. Based on listening, genuine engagement and commitment to win-win outcomes, Real Influence provides a powerful four-step method you can use to:

- Examine your priorities
- Learn about the key players and what they need
- Earn their attention and motivate them to hear more
- Add value with your questions and actions

Complete with examples of the steps in action and insights from real-world "power influencers," this one-of-a-kind guide shows that being straight with everyone means winning for all.

"[Real Influence] offers a full course banquet of fresh ideas for the price of a modest dinner." --Inland Empire Business Journal  
From the Inside Flap  
Millions of people have read How to Win Friends and Influence People; and while much of the 1930s wisdom of Dale Carnegier's seminal book still rings true, it also reflects a very different age. Today we live in a more sophisticated and far less trusting world, where good intentions are rarely assumed, manipulative tactics are readily detected, and even subtle persuasion efforts are suspect. This makes influencing much more difficult. In this post-pushing, post-selling world, influence can no longer be viewed as something you do to someone to get what you want. In fact, real influence isn't even about what you want. It's about forging strong connections by focusing on other people's viewpoints, and, quite simply, giving before asking for anything, and always striving for win-win outcomes. Now master communicator and bestselling author Mark Goulston teams with esteemed executive coach John Ullmen to show why this kind of "connected" influence is the secret to achieving not only short-term gains, but long-term success. Mark's popular book Just Listen offered insights into getting through to hard-to-reach people, and it laid the groundwork for the more far-reaching scope of Real Influence. Here the authors provide a blueprint for getting buy-in, agreement, and enduring loyalty from anyone by using authentic communication, empathy, and engagement. Packed with enlightening stories from the authors' extensive interviews with high-level influencers—people in business, government, non-profit, sports, the arts, and more—the book shows the remarkable power of real influence and offers insights for tapping into it, including:

- How to get past the "blind spot" in our brains that makes connecting and influencing impossible
- The simple four-step model that will help you connect with people you thought were unreachable
- Bad influence habits that can disconnect you from your team, your clients, your family, and others
- How listening with a real motive to learn and understand will change a relationship instantly
- Ways to repair a reputation damaged by trying to influence via manipulation
- Why one of the biggest factors in becoming a power influencer is gratitude

Real Influence is a game-changer, helping you build deep connections and lasting influence by using positive, authentic practices that rise above people's typically self-centered, short-term focus. Its message has the power to transform your outlook, your relationships, your career, and, ultimately, your life. Mark Goulston, MD, is a business psychiatrist, consultant, Chairman and Cofounder of Heartfelt Leadership, and the author of the bestselling Just Listen and Get Out of Your Own Way. He also writes a Tribune syndicated career column; blogs for

Fast Company, Business Insider, Huffington Post, and Psychology Today; and is featured frequently in major media, including the Wall Street Journal, Harvard Business Review, Fortune, Newsweek, CNN, NPR, and Fox News. He lives in Los Angeles. John Ullmen, Ph.D., is an acclaimed executive coach whose clients include dozens of leading international firms. He oversees Motivationshy;Rules.com, conducts popular feedback-based seminars on influence in organizations, and teaches at the UCLA Anderson School of Management. He lives in Los Angeles. From the Back Cover Advance Praise for Real Influence "Real Influence is literally going to change your life. It will vastly improve all your interactions and relationships, both professionally and personally. This book is the "secret saucers" to optimal influence—and an absolute must-read." — David T. Feinberg, MD, MBA, President, UCLA Health System "The most insightful book I've read in years. Simple to read, easy to understand, yet delivers a powerful, compelling message about how to be more effective at work and throughout life." — Bob Eckert, former CEO and Chairman, Mattel "I love this book because of how much it influenced me." — Warren Bennis, Distinguished Professor of Management, USC, and author, On Becoming a Leader and Still Surprised "Real Influence is just what you need, whether you want to influence a boss, a peer, a subordinate, your spouse, your parent, or your kid. It is the antidote to the push-back you get from people whenever they perceive you as being too pushy." — Marshall Goldsmith, author, What Got You Here Won't Get You There "Today's fast-paced, hectic world finds most people pulled in different directions at once, and the last thing they want is to be pushed. In Real Influence Goulston and Ullmen offer you the ultimate formula for influencing in a way that people trust. If he were still with us, Dale Carnegie would likely smile and nod in agreement that this book offers one of the absolute best ways to "make friends and influence people." — Ivan Misner, Ph.D., New York Times bestselling author and founder of BNI "With deep insights from an array of industries and fields, Goulston and Ullmen lay out a terrific roadmap to making significant, positive impacts on one's organization, personal life, and society." — Amir Dan Rubin, President and CEO, Stanford Hospital Clinics "With a wealth of relevant research, compelling examples, and straightforward, actionable tactics and advice, Goulston and Ullmen have created an incredibly valuable resource for improving one's ability to influence and positively impact others. This book isn't just good for your business, it's good for your life!" — Heidi Roizen, Venture Partner, Draper Fisher Jurvetson; and Entrepreneurship Educator, Stanford University