

# Influencing Others to Embrace Change



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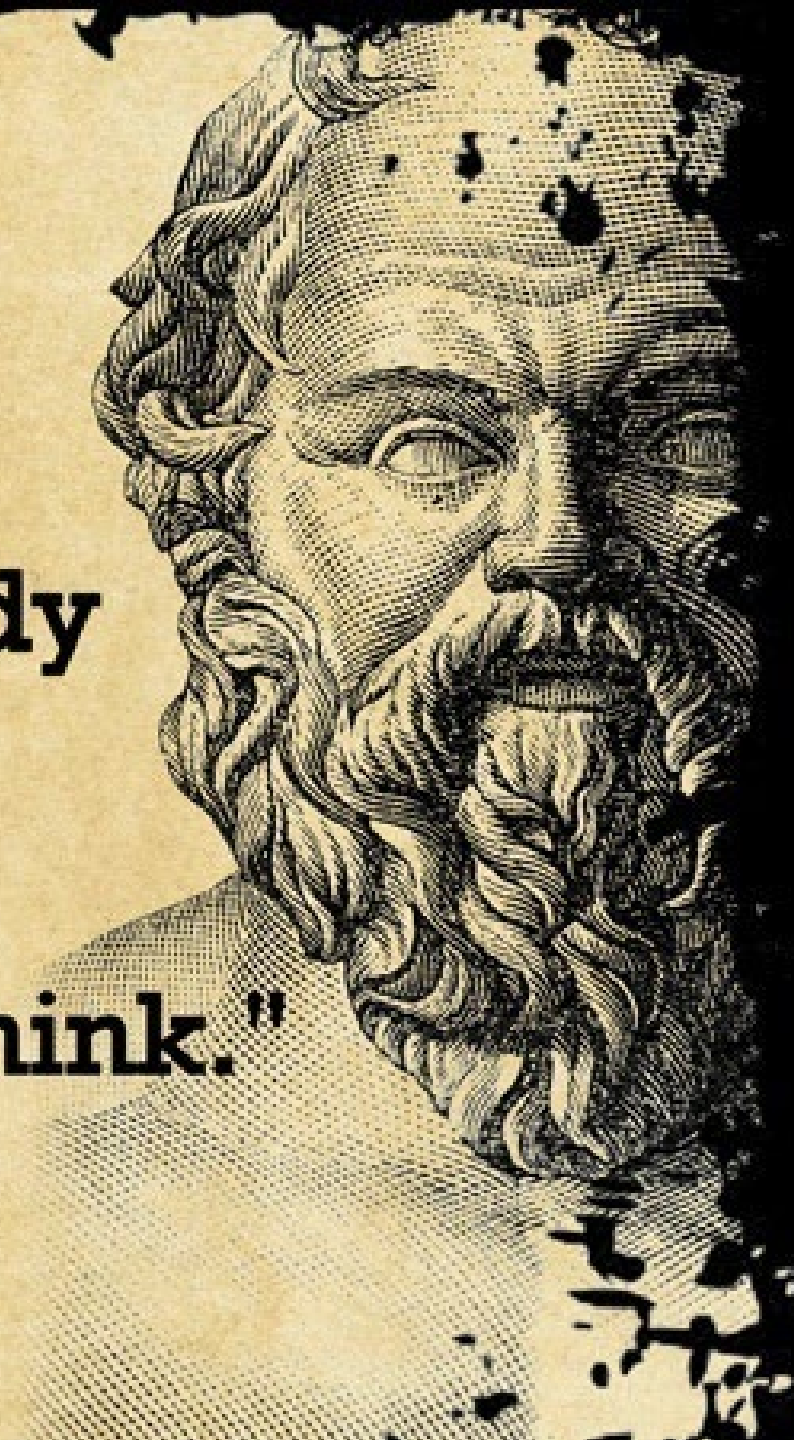


# Learning Objectives

- Understand what it means to influence
- Learn about behavior styles and change
- Understand influence maps
- Understand the different drivers for change
- Learn about “The Behavior Function”
- Understand the 20/60/20 Rule
- Understand the power of networking
- Share ideas for building cultures that embrace change

**"I cannot  
teach anybody  
anything,  
I can only  
make them think."**

***~Socrates***



# Hamlet

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## Words

**No No**

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**Correct**

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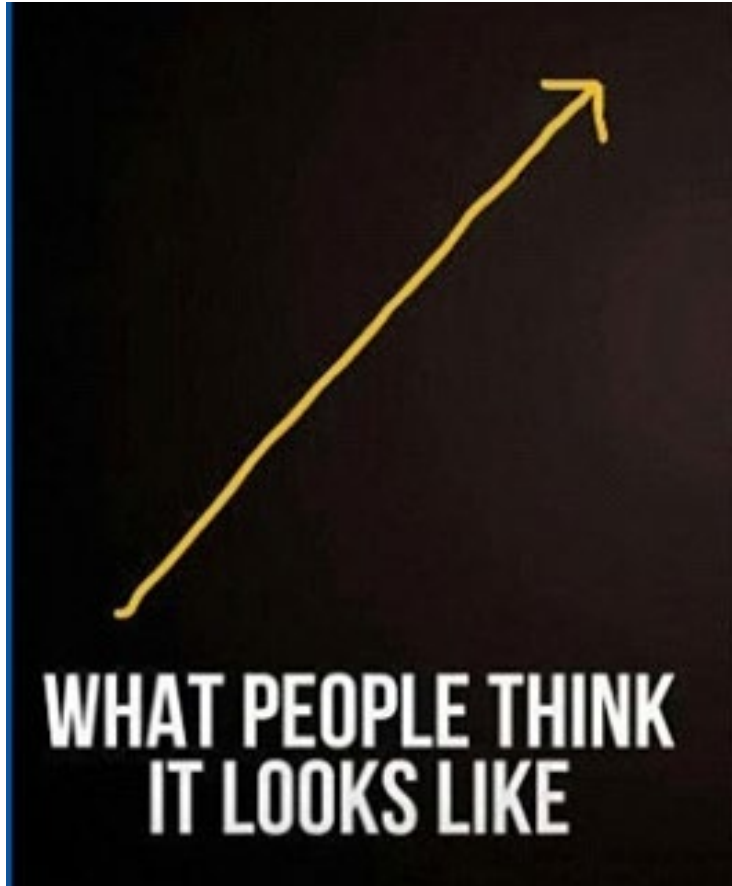
# Influence

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# Manipulation

# Change is Hard

# Change Initiatives



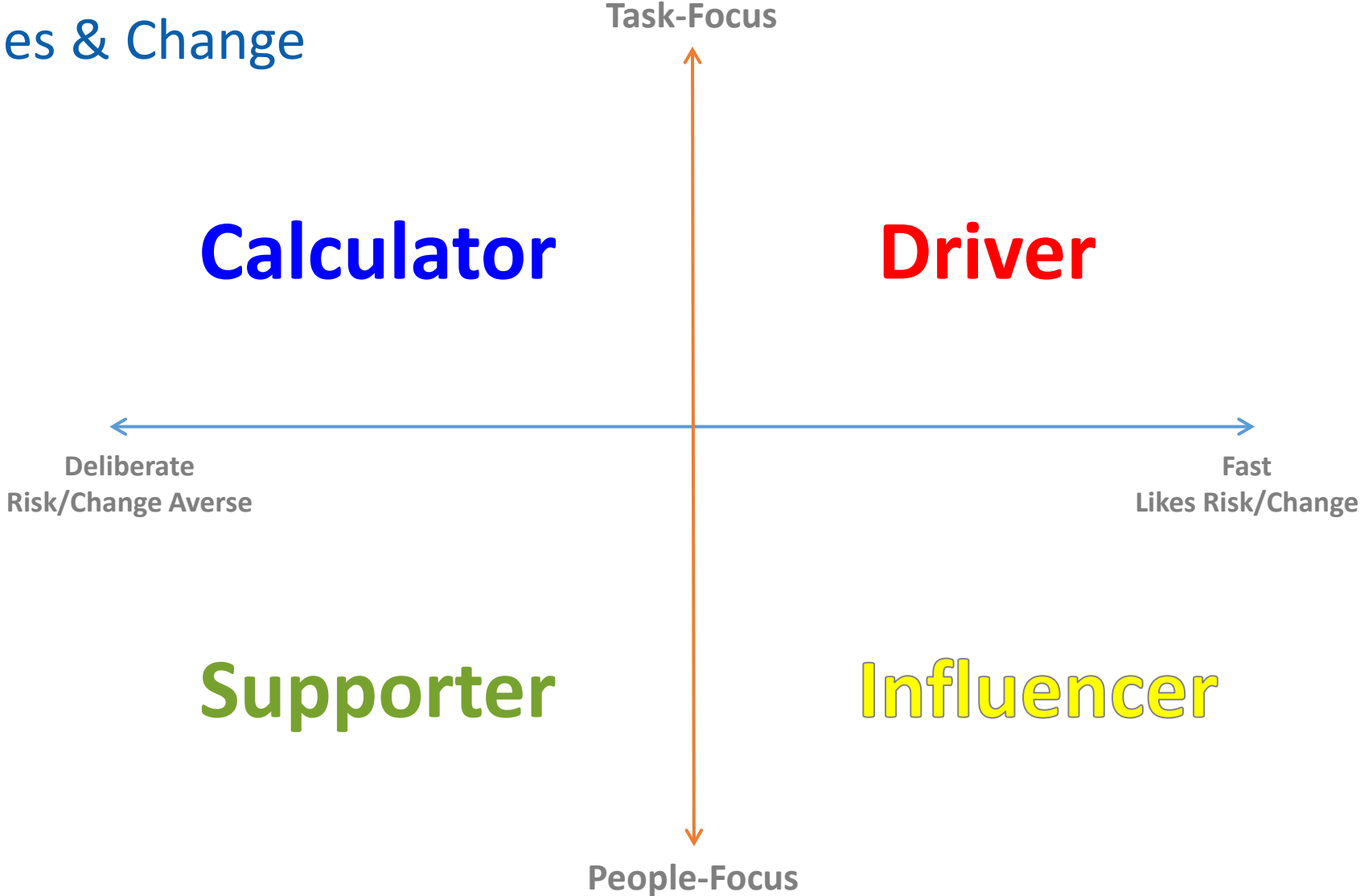


# Change as a Competitive Advantage

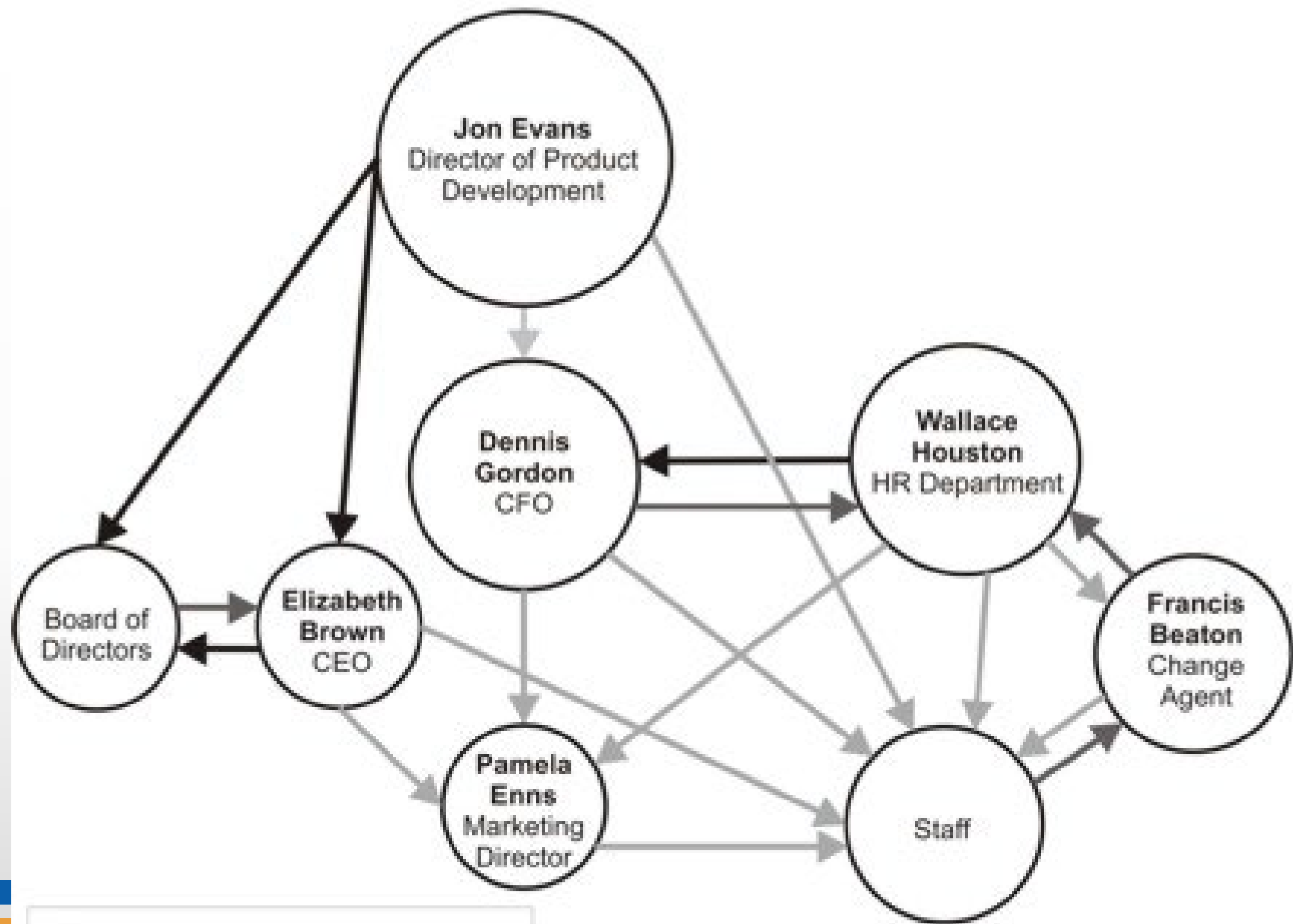


- An organization's ability to collectively learn faster than its competitors may be the only sustainable competitive advantage
- In our fast-paced economy change is the only certainty, and the faster organizations are able to respond to such changes, the higher their chances of success.
- The ability to respond and adapt quickly to market changes, in fact, is a source of competitive advantage.

# Different Styles & Change

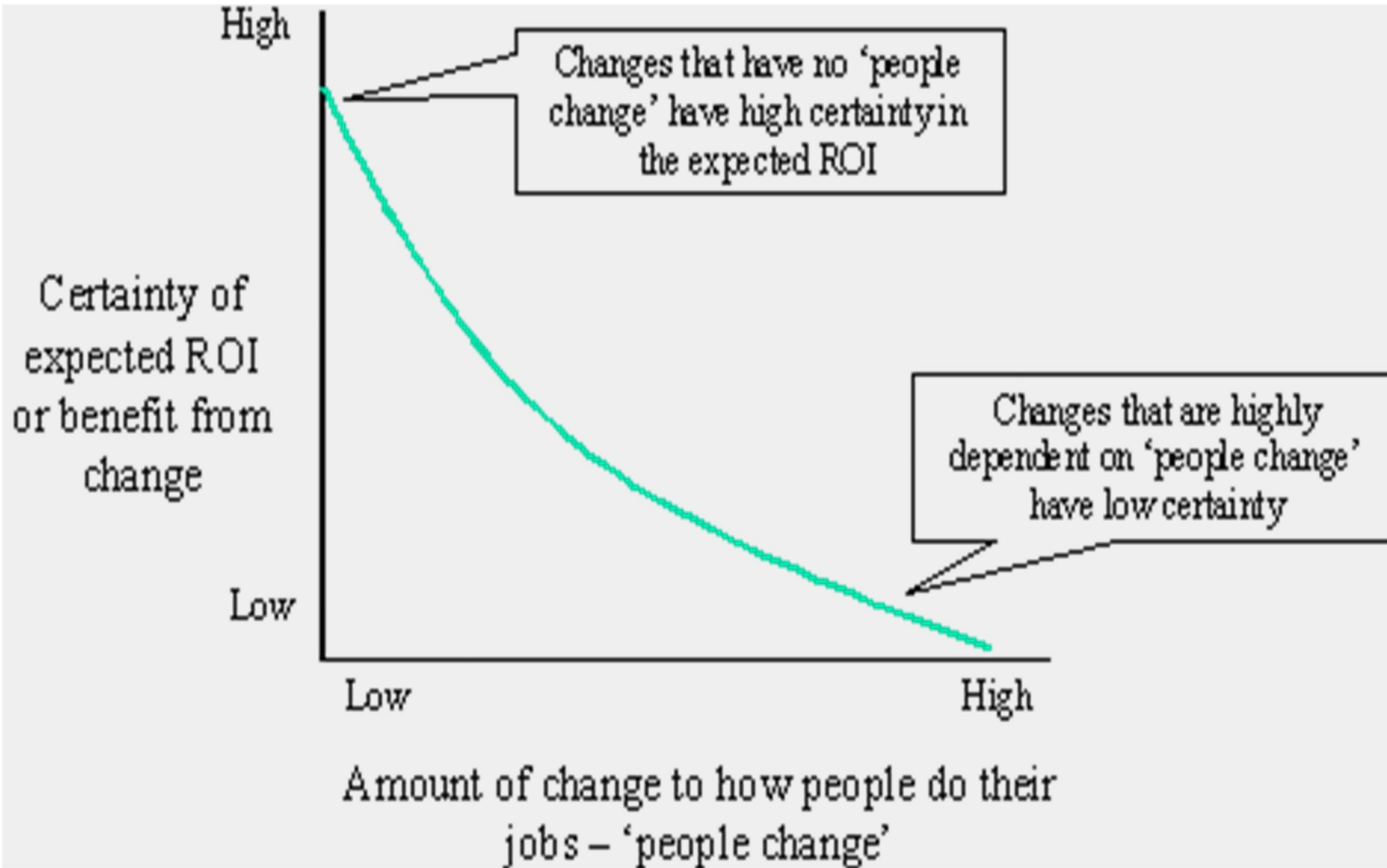


# Influence Maps



**Key**  
Circle size = Overall influence  
Line direction = Effect of influence  
Line width = Strength of influence

# Correlation of People Change & ROI

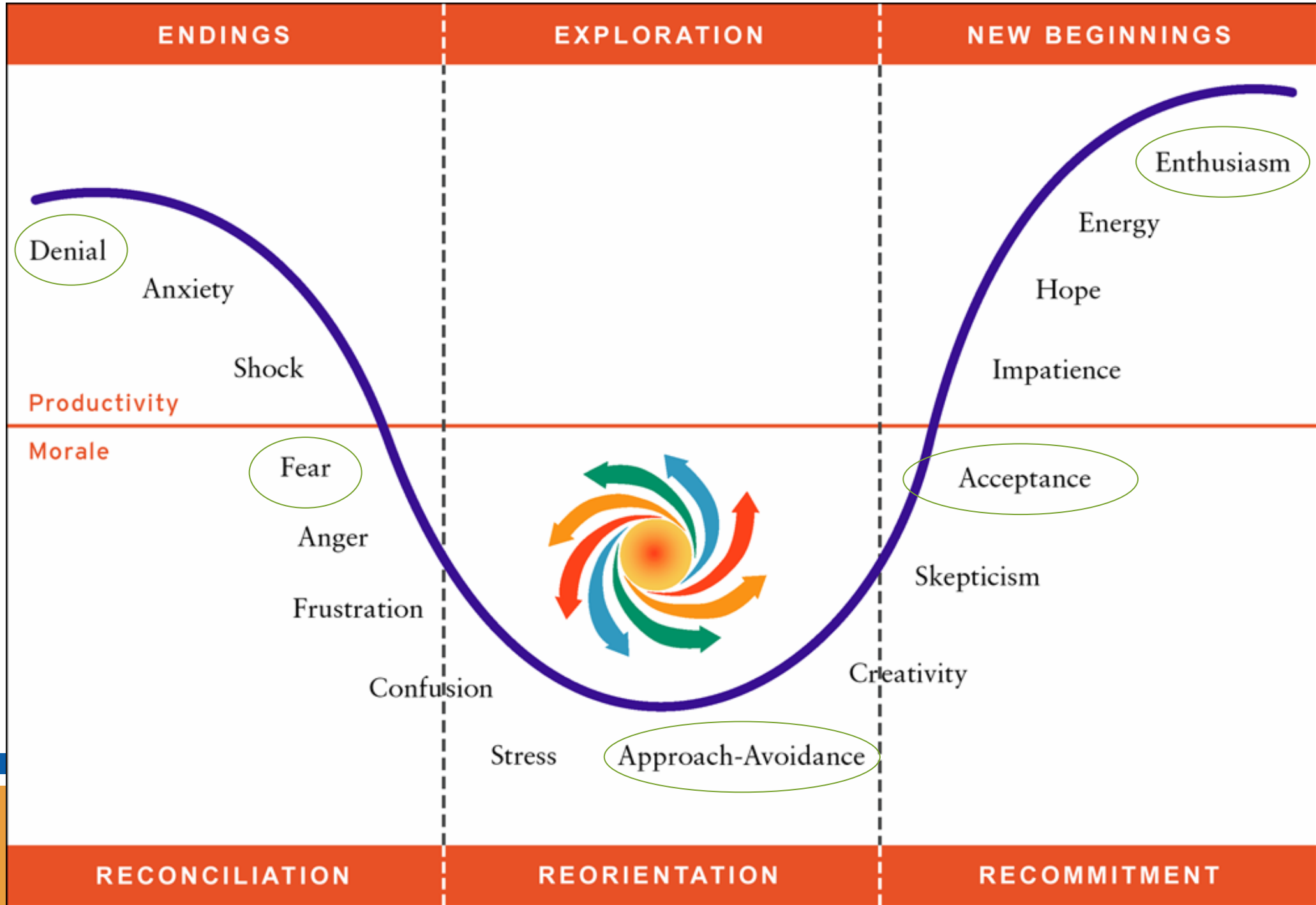


# Drivers for Change

- Compliance/Regulatory/Legal
- Infrastructure
- Strategic
- Economic
- Incremental
- Transformational



# The Change Curve



# Change and The Behavior Function

$$B = f(P, E)$$

Behavior is the Function of the  
Person and their Environment

20/60/20



# Effective Advocacy

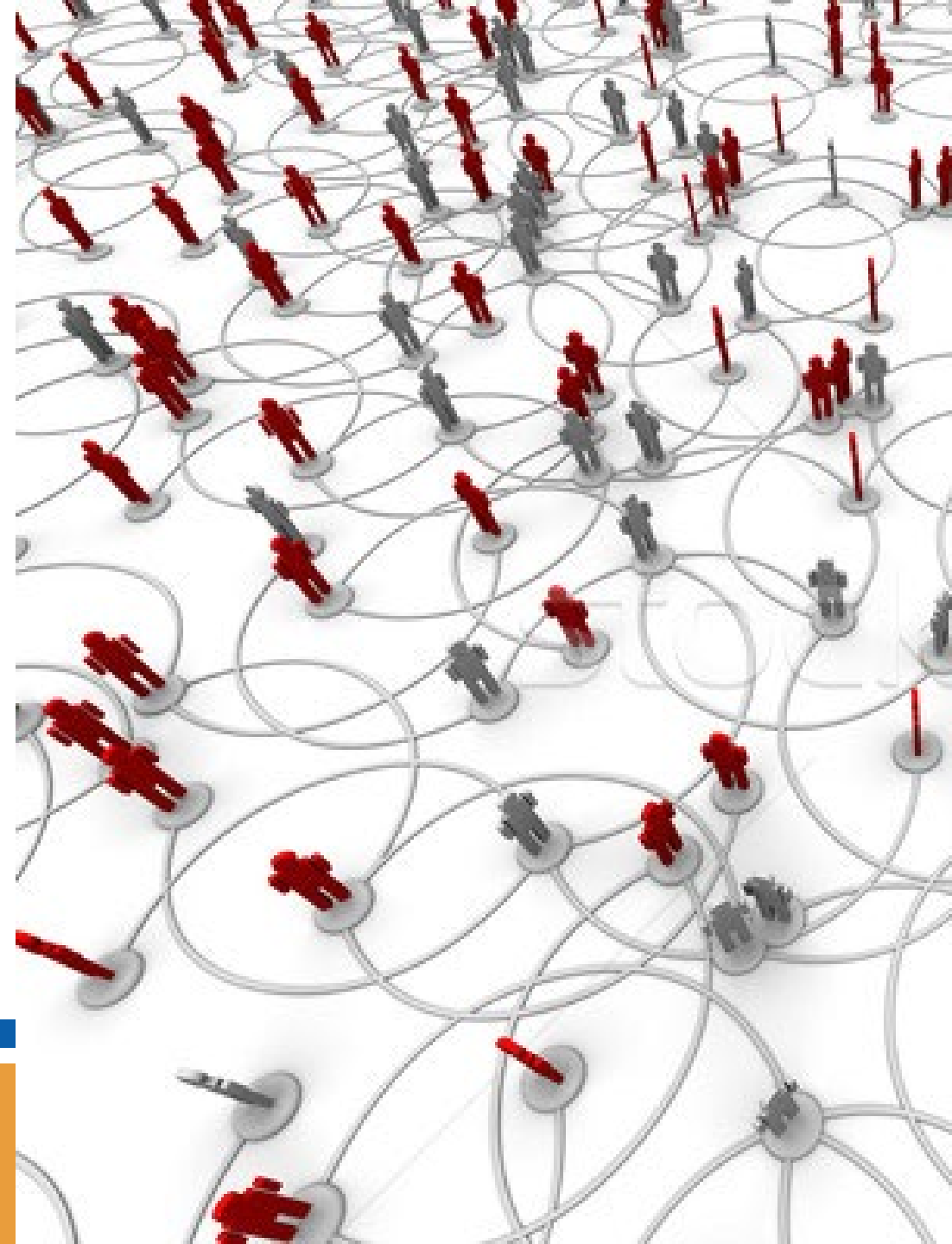
|                   |             | Quality of Idea   |                  |
|-------------------|-------------|-------------------|------------------|
|                   |             | Poor              | Good             |
| Advocacy for Idea | Ineffective | Lucky Break       | Lost Opportunity |
|                   | Effective   | Wasted Investment | <b>SUCCESS</b>   |

# Effective Advocacy is .....

- Getting listened to
- Preselling their ideas
- Speaking & writing in compelling ways
- Facing and overcoming resistance
- Build credibility
- Build relationships that let ideas prosper

# Building a Powerful Network

- Build it before you need it
- Reach out to people with the same passions and/or unknown areas of expertise
- You must make a deposit before you have the right to withdraw
- Give more than you receive
- Be open and genuine
- Follow up and stay in touch
- Your network doesn't end with your contact

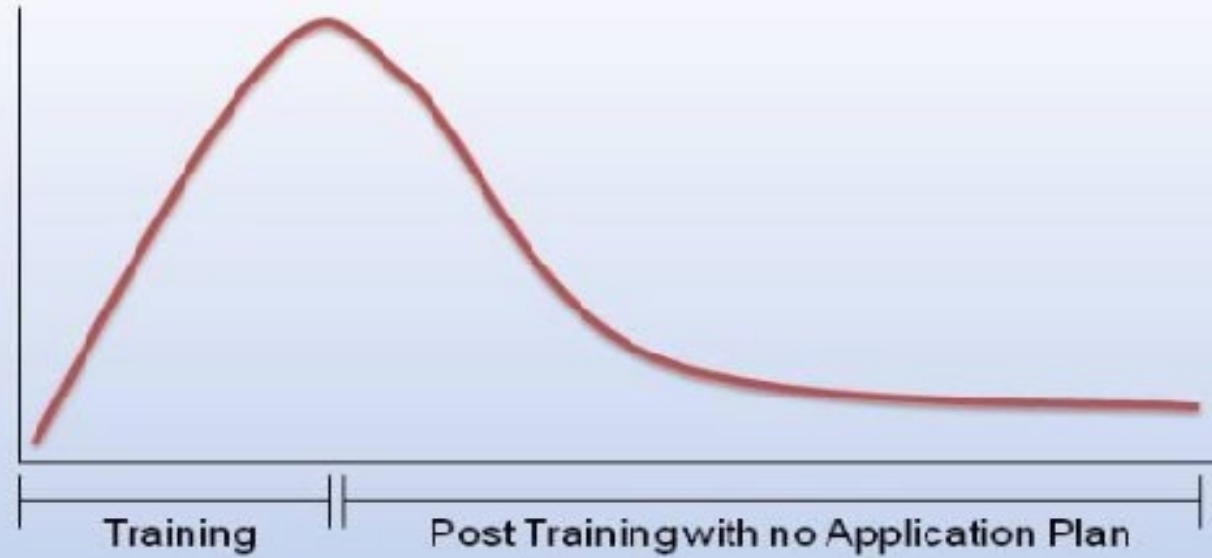


# Change Ideas for Changing Culture

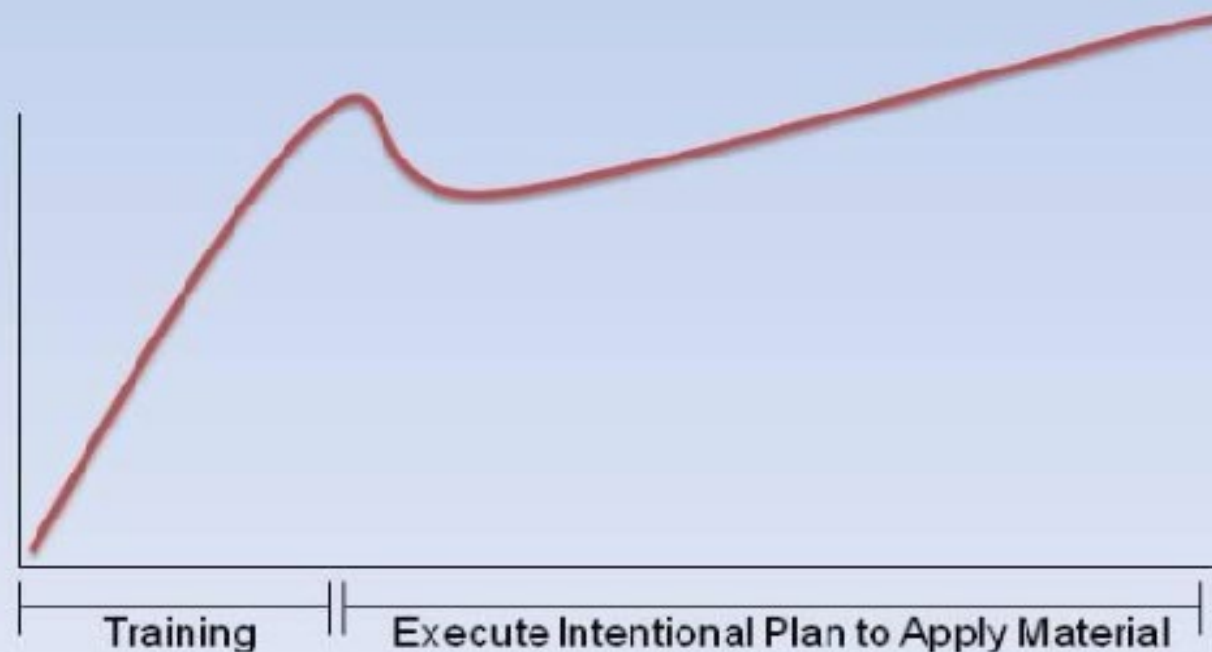
1. Define the Problem/Opportunity
2. Stop The Insanity!
3. Idea Hour (Indiv/Week, Group/Month)
4. Failure & Learning Party
5. Outside Complaints Review
6. Biggest Opportunity (Part of Staff Mtg)
7. What If?
8. Permanent Idea Board (Incr Rev, Reduce Cost, Improve Quality, Ease of Use, Strat Obj)
9. Start/Stop/Continue
10. Outsider Input

# Organizational Impact of Training

Organizational Impact



Organizational Impact



# Contact Us/ Follow Us

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A screenshot of the LinkedIn profile for UPPCC - Universal Public Procurement Certification Council. The profile header includes the LinkedIn logo, a search bar, and navigation links for Home, My Network, Jobs, and Messaging. The banner features the UPPCC logo and the text "THE PREMIER, INDEPENDENT, INDUSTRY LEADING CREDENTIALS IN PUBLIC PROCUREMENT". Below the banner, the profile name "UPPCC - Universal Public Procurement Certification Council" is displayed, along with a description: "Helping procurement professionals and employers on their journey to certification. Non-profit Organization Management · Lexington, Kentucky · 1,195 followers". A blue arrow points to the "Following" button. Below the button are "Visit website" and "More" options. The "About" section is visible, starting with "The Universal Public Procurement Certification Council (UPPCC) is an independent certification body formed to govern and administer the Certified Public Procurement Officer (CPPO) and Certified Professional Public Buyer (CPPB) certification programs." Below the "About" section is a "Page posts" section with two posts. The first post is titled "UPPCC WELCOMES NAEP AS A UPPCC PARTNER" and includes logos for UPPCC and NAEP. The second post is titled "Featuring one of our new CPPB's, Kelly Pittman!" and includes a photo of Kelly Pittman holding a certificate and a quote: "This certification solidifies my place in the public procurement world and proves that with hard work, anything is possible." - Kelly Pittman, CPPB, MPA.