

Arouse a Desire

In Chapter 3, Dale talks about influencing other people. We all influence others to some extent. It's not just leaders who do that. But there are limitations to our influence. We think others will do something because we want them to do it. But Dale reminds us that others will only do something because *they* want to do it. Unless you're in a position of authority over someone, you cannot order someone to do something. And even if you are in authority, like a parent or a boss, demanding is the worst way to lead. It only builds resentment.

So here's the secret: ***"The only way on earth to influence someone is talk about what they want, and show them how to get it."*** That's *exactly* what we do on a daily basis. It's the source of all of our influence and success. - it is the foundation of everything we do. *If you learn nothing else in this life, learn this truth. Exercise it. Practice it. Master it.*

Now here comes the art of it: ***you need to arouse in the other person an eager need, want, or desire.*** And this is where we tend to fall down. We keep trying to convince people of what we think *they* want because it's what *we* want. We need to learn to lead them to their *own* desire, not ours. That takes discovery and listening. We need to become good at asking questions that evoke a positive response in some area. We have a general idea of what people want, a number of areas that we quiz them on to see which one is their hot button. If we can find it quickly, we can move on to the delightful fact that we can meet that need. That's the bait and the hook in one.

So here's Dale's advice: ***you need to increase your tendency to think in terms of other people's point of view, and see things from their angle...*** *That is not manipulating the other person for your benefit and their detriment. Both parties should gain from the negotiation.*

That is learning to create a win-win situation. We have a vested interest in the other person's success. We begin with a win-win situation - that's why we say we "expose" the truth to people! We don't have to win them over. The truth speaks for itself. That's why there's never any pressure involved. We simply enable them to understand what Christ has done for them, and let them choose it out of a burning desire. I get excited just thinking about that!

So, don't show how smart you are when you present the Gospel. Don't broadcast everything you know about it. Let the other person draw their own conclusions about the aspect that most interests them. *Just present the facts that line up with the other person's need, want, or desire. How?*

Let me share what I do. I play the role of a teacher when I sit down with someone. Everyone has their own learning style, their own area of interest. I spend a few minutes trying to peg what kind of person is on the other side of the table by asking questions and casting bait. I want to place them in one of four dominant quadrants of learning.

Imagine a box divided into 4 squares.

1. In the upper right quadrant is the fun-loving people person. They don't want to learn and grow unless it's with other people. They want to hear about the parties and the personalities. So that's what I give them. I ask questions that involve what they do for fun. If they belong to clubs, like to travel, throw barbeques and parties, then I've probably found their quadrant.
2. In the bottom right hand corner is the analytical, numbers oriented, head-game type of person. They want a lecture with lots of numbers so they can select the *right* choice. I want to lead them to the proper conclusion like Socrates. I *listen* for questions from *them* dealing with how I got that figure. I get them to do that by asking, "Do you see how I got that?" If they don't show any interest and go blank, then I'm not dealing with an analytic and I test for the other quadrants.

3. In the bottom left hand corner is the common-senser, hands on, let me do it myself kind of person. They like to work with their hands, so I ask questions about what they do for fun. If they're into wood-working and building things, I've probably identified them. They tend to be as brilliant as the analytical, but they go right to the things they know will work instead of getting lost in theory. I want to give them very practical reasons for coming to Christ, and I let them know that they can see what the other people out there cannot see. They want to be that 2% that succeeds and could care less what the rest of the world thinks. They tend to have attention disorders so I want to be *very* brief and to the point. They'll read and listen to everything I give them without a whole lot of coaxing.

4. In the upper left hand corner is the dynamic dreamer. They only want to know the facts for what they can do with them - they want to imagine the potential of what they can accomplish in the church. So they want to hear about the big picture, the "Cause," the ability to change the destiny of nations and the world. We can do that, and so I go right ahead and give it to them. Again, I'm looking for the sparkle in their eyes when I talk about such things. They aren't going to reveal it. I ask questions that probe their desire to make a difference. When I ask where they see themselves in 5 years, I actually get a detailed answer that involves more than just them.

When we talk to people, we try to hit all four of these quadrants at some point. We want to test the waters to see if we can get them to identify themselves. Once they do, that quadrant becomes the focus of our Gospel presentation and we begin to hammer it. Normally, the spouse will not be in the same quadrant - so be open to presenting two approaches side by side, keeping each of them interested in their own quadrant.

There is nothing phony about this, nothing manipulative. Like any good teacher, I want my students to grasp the lesson and learn it well. If I don't teach in their quadrant, I am undermining their ability to learn, and their desire to listen. I have a pearl of great value to give away. I am looking for people who recognize it for what it is.

I hope that's helpful. Happy hunting!