



Soft Power, Influence

Henri Dou douhenri@yahoo.fr

Soft power is a concept developed by Joseph Nye of Harvard University to describe the ability to attract and co-opt rather than coerce, use force or give money as a means of persuasion (wikipedia)

The world changes very fast, and so must be the methods tools and techniques used to maintain our Competitive Advantages.

Steps in Competitive Intelligence

Information retrieval: the right information to the right person

The Success Critical Factors: focusing work on critical issues

The Actionable Knowledge creation

The development of the Web 2.0 and its facilities

The social networks (Virtual Living Lab, Open Innovation ...)

The Big Data, digging and analyzing massive information volume

The e-reputation and counter intelligence, social networks

Security and protection of the vital interests of the country

and now CI is moving to

The inversion of the information flux

The role of states and large international companies

- Hard power

- Soft power

Influence and Smart Power today presentation

To be efficient

It is necessary to be able to have a perfect knowledge of the target(s) and this brings us back to the Competitive Intelligence its methods and tools.

But knowing perfectly your target is not sufficient. It is necessary to have a good idea of its evolution in time and see it in a dynamic way.

To do that it is necessary to go back to information, formal or informal and to its handling, management and analysis (in group to create knowledge).

THOUGHT AND KNOWLEDGE An Introduction to Critical Thinking

If we cannot think intelligently about the myriad of issues that confront us, then we are in danger of having all of the answers, but still not knowing what they mean. The twin abilities of knowing how to learn and knowing how to think clearly about the rapidly proliferating information that we must select from **are the most important intellectual skills for the 21st century.**

Diane F. Halpern Fifth edition

<file:///D:/LIVRE%202%20NEW%20CI%20info%20bits%20tips/critical%20thinking.pdf>

Critical thinking (avoid the bias)

I shall argue, in other words, that **critical thinking** provides **the crucial link between intelligence and emotions** in the "emotionally intelligent" person. Critical thinking, I believe, is the only plausible vehicle by means of which we could bring intelligence to bear upon our emotional life. It is critical thinking I shall argue, and critical thinking alone, which enables us to take active command of not only our thoughts, but our feelings, emotions, and desires as well. It is critical thinking which provides us with the mental tools needed to explicitly understand how reasoning works, and how those tools can be used to take command of what we think, feel, desire, and do.

Linda Elder, Critical Thinking Across the Disciplines, Winter, 1996. Vol. XVI, No. 2.

<http://www.criticalthinking.org/pages/cognition-and-affect-critical-thinking-and-emotional-intelligence/485>

Stevan Dedidjer: the **art of intelligence** is the art of asking the right questions

Clerc Philippe, Hommage au Professeur Stevan Dedidjer,, Regards sur l'IE, n°5, 204

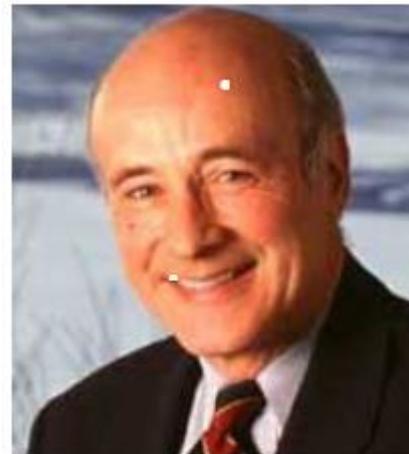
Serendipity: a process leading to the combination of previously unrelated skills or knowledge, to discriminate between a relevant or not relevant information.

Soft Power

Soft power is a concept developed by [Joseph Nye](#) of [Harvard University](#) to describe the ability to attract and co-opt rather than coerce, use force or give money as a means of [persuasion](#). Soft power is the ability to shape the preferences of others through appeal and attraction. A defining feature of soft power is that it is noncoercive; the currency of soft power is culture, political values, and foreign policies. **Recently, the term has also been used in changing and influencing social and public opinion** through relatively less transparent channels and lobbying through powerful political and non-political organizations. In 2012, Nye explained that with soft power, "the best [propaganda](#) is not propaganda", further explaining that during the [Information Age](#), "credibility is the scarcest resource"

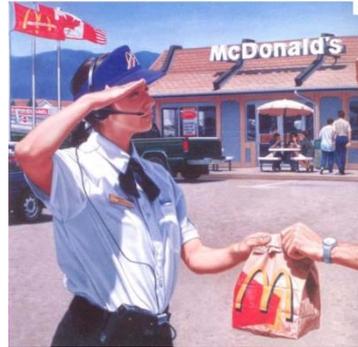
From wikipedia

https://en.wikipedia.org/wiki/Soft_power



Joseph Nye

The soft power



福娃 Fuwa



Confucius Institutes



In the development of softpower, think tanks play an essential role. They must be diverse in objectives and also in participants

Soft power lies in the ability to attract and persuade. Whereas hard power--the ability to coerce--grows out of a country's military or economic might, **soft power arises from the attractiveness of a country's culture, political ideals, and policies**

Smart Power



It is defined by the [Center for Strategic and International Studies](#) as "an approach that underscores the necessity of a strong military, but also invests heavily in alliances, partnerships, and institutions of all levels to expand American influence and establish legitimacy of American action." Joseph Nye, former Assistant Secretary of Defense under the Clinton Administration and author of several books on smart power strategy, suggests that the most effective strategies in foreign policy today require a mix of hard and soft power resources. Employing only hard power or only soft power in a given situation will usually prove inadequate.

Soft Power Skills

According Joseph Nye, the most important 4 skills in soft power are:

Emotional Intelligence, IQ = 20% remains 80% with a large part devoted to emotional Intelligence (IQ versus EQ)

The vision. To be able to portrait the future to attract other. The vision must be realistic

Communication

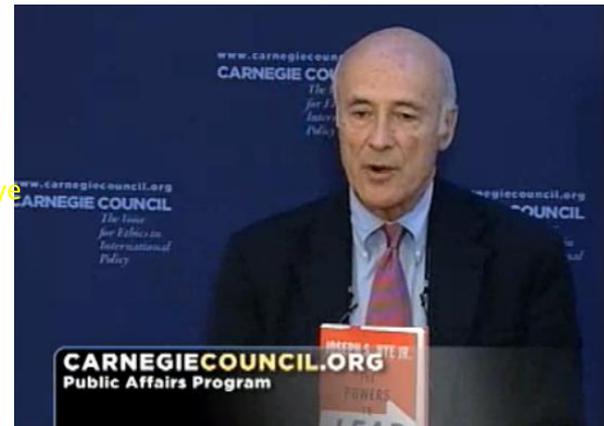


Verbal communication

Various churches
preachers,

Non verbal (eg Gandhi)
Physic, actions, symbols
(Dalai Lama)

Joseph Nye



Emotional Intelligence and Vision

Emotional intelligence (EI) or **emotional quotient (EQ)** is the ability of individuals to recognize their own and other people's [emotions](#), to discriminate between different feelings and label them appropriately, and to use emotional information to guide thinking and behavior

https://en.wikipedia.org/wiki/Emotional_intelligence

The vision

Realistic: A vision must be based in reality to be meaningful for an organization. **Credible:** A vision must be believable to be relevant. To whom must a vision be credible?

Attractive: If a vision is going to inspire and motivate those in the organization, it must be attractive. People must want to be part of this future that's envisioned for the organization.

Future: A vision is not in the present, it is in the future. In this respect, the image of the leader gazing off into the distance to formulate a vision may not be a bad one. A vision is not where you are now, it's where you want to be in the future.

National Defense University, STRATEGIC VISION, <http://www.au.af.mil/au/awc/awcgate/ndu/strat-ldr-dm/pt4ch18.html>

Verbal and nonverbal communication

Spoken or Verbal Communication: face-to-face, telephone, radio or television and other media. **Non-Verbal Communication**: body language, gestures, how we dress or act - even our scent. **Written Communication**: letters, e-mails, books, magazines, the Internet or via other media. **Visualizations**: graphs and charts, maps, logos and other visualizations can communicate messages

Find more at: <http://www.skillsyouneed.com/general/what-is-communication.html#ixzz3sSAMWFGM>

Nonverbal communication represents two-thirds of all communication - Nonverbal communication can portray a message both vocally and with the correct body signals or gestures.

https://en.wikipedia.org/wiki/Nonverbal_communication

Rational approaches to Influencing

Logical persuading

Using logic to explain what you believe or what you want. The number one influence power tool throughout the world. **Emotional affect should also be cited** (HD).

Legitimizing

Appealing to authority. On average, the least-effective influence technique in the world.

Exchanging

Negotiating or trading for cooperation. Most effective when it is implicit rather than explicit.

Stating

Asserting what you believe or want. One of the influence power tools.

The three next slides are coming from: Power and Influence, The art of getting others following your lead, <http://www.theelementsofpower.com/index.cfm/how-influence-works/>

Social approaches to Influencing

Socializing

Getting to know the other person, being open and friendly, finding common ground. Includes complimenting people and making them feel good about themselves.

Appealing to Relationship

Gaining agreement or cooperation with people you already know well. Based on the length and strength of your existing relationships.

Consulting

Engaging or stimulating people by asking questions; involving them in the problem or solution. One of the influence power tools. Works well with smart, self-confident people who have a strong need to contribute ideas. **(co-construction HD)**

Alliance building

Finding supporters or building alliances to help influence someone else; using peer or group pressure to gain cooperation or agreement.

The Dark Side Influence Tactics

Avoiding

Forcing others to act, sometimes against their best interests, by avoiding responsibility or conflict or behaving passive-aggressively.

Manipulating

Influencing through lies, deceit, hoaxes, swindles, and cons. Disguising one's real intentions or intentionally withholding information others need to make the right decision.

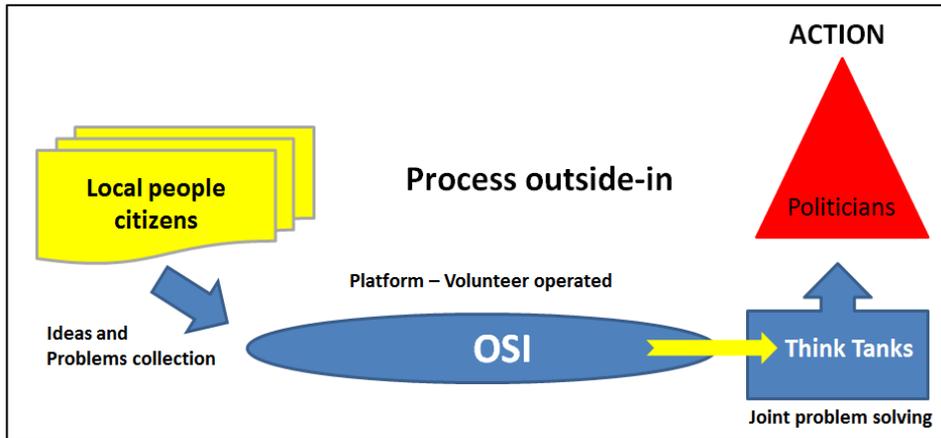
Intimidating

Imposing oneself on others; forcing people to comply by being loud, overbearing, abrasive, arrogant, aloof, or insensitive.

Threatening

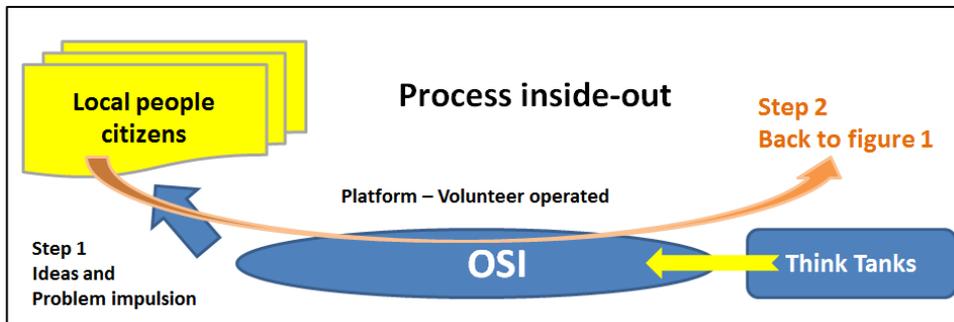
Harming others or threatening to harm them if they do not comply; making examples of some people so others know that the threats are real. The preferred technique of dictators and despots.

Creating Influence through OSI Open Societal Intelligence platforms



OSI platforms allow you to:
Collect ideas
Collect problems
Develop joint problem solving

Design logos
Critical analysis of problems solving

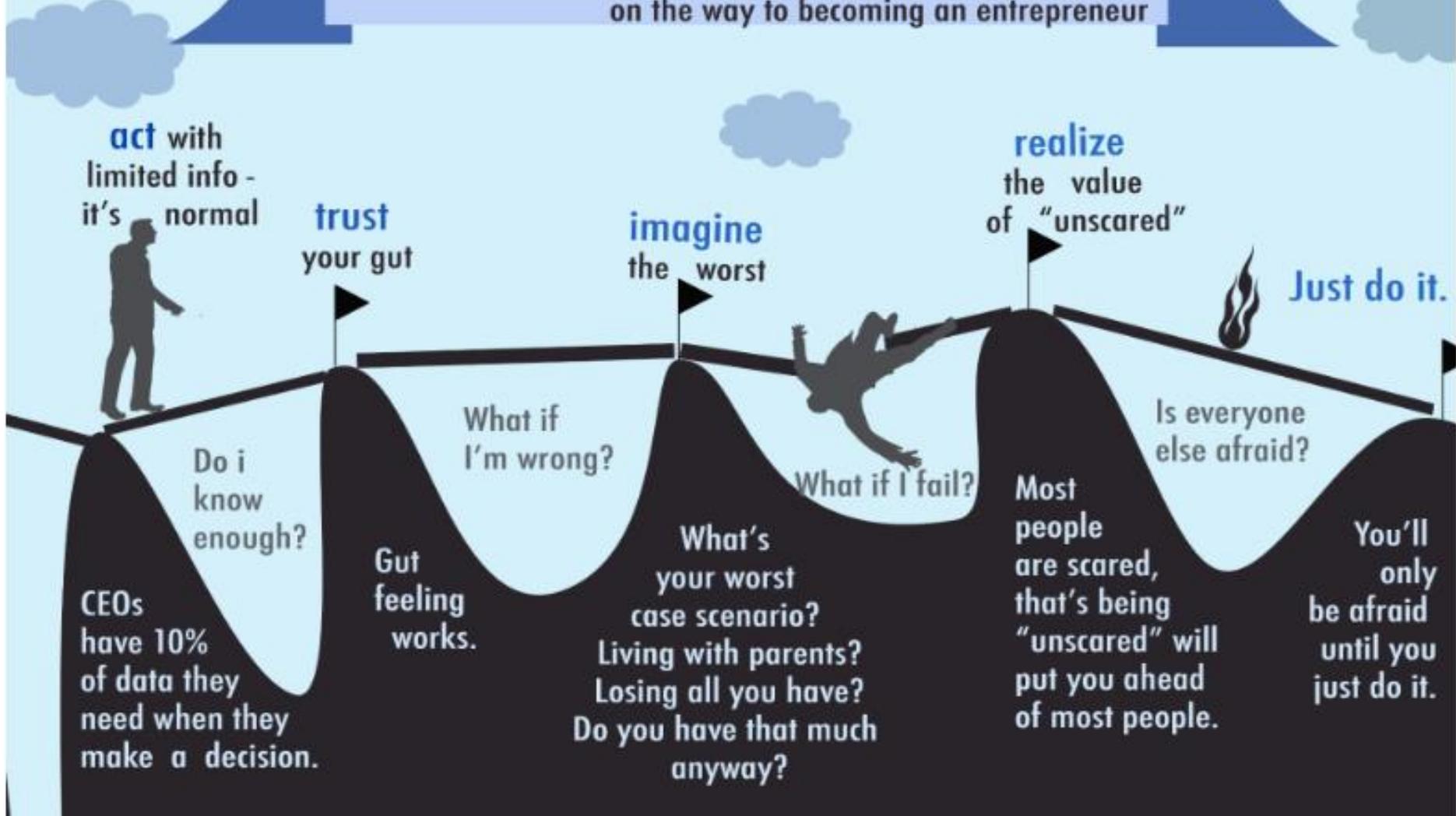


The platforms can also be used to create Influence by giving to people ideas of your own, without creating any pressure.

Getting Over Fear

on the way to becoming an entrepreneur

by Anna Vital



and don't be naive, don't be innocent !!!!

The Lincoln list, <http://thelincolnlist.com/getting-over-fear/>



**Thank you for your
attention**

douhenri@yahoo.fr