learnit

Benefit/Relationship Matrix©

Learnit's Model for Influencing without Authority

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Introduction to the Benefit/Relationship Matrix©

The **Benefit/Relationship Matrix©** is a strategic tool designed to help you influence others by assessing two key factors. The strength of your relationship with someone and the benefit your request offers them.

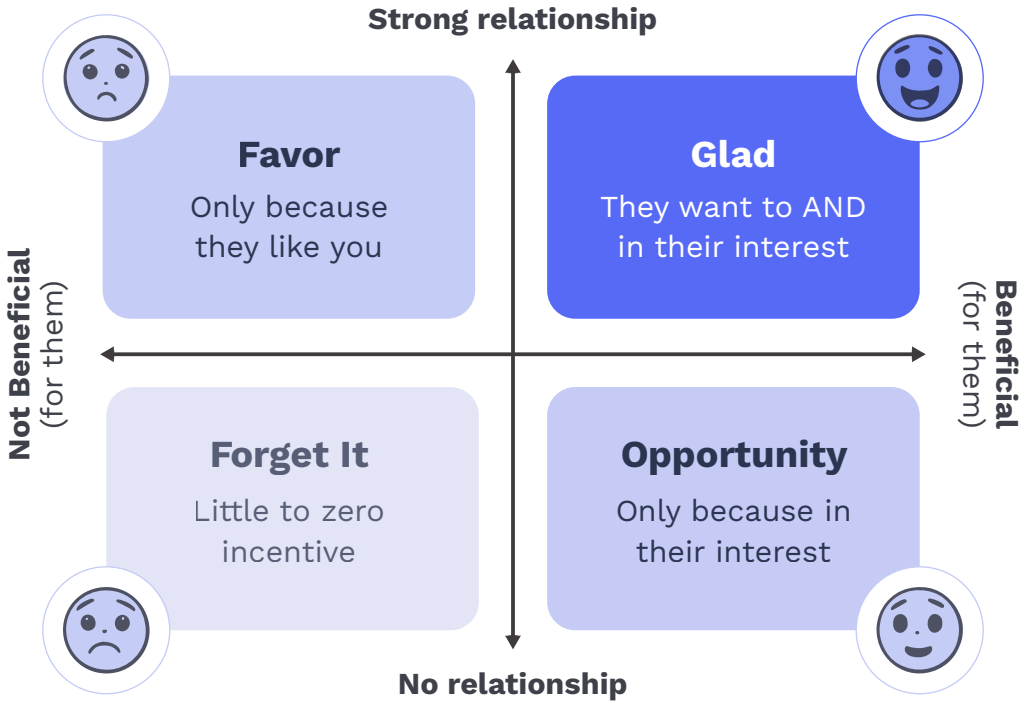
By understanding these dimensions, you can make more effective requests and drive success even without formal authority.

Understanding the Benefit/Relationship Matrix©

What is it?

A matrix that evaluates your relationship strength and how beneficial your request is to the other person.

Four Quadrants:



How to Use It:

Evaluate where your requests fall on the matrix and focus on moving them toward the "**Glad**" quadrant for maximum success.

Building strong relationships relies on three factors:

personal connection, dependability, and likeability.

Personal Connection

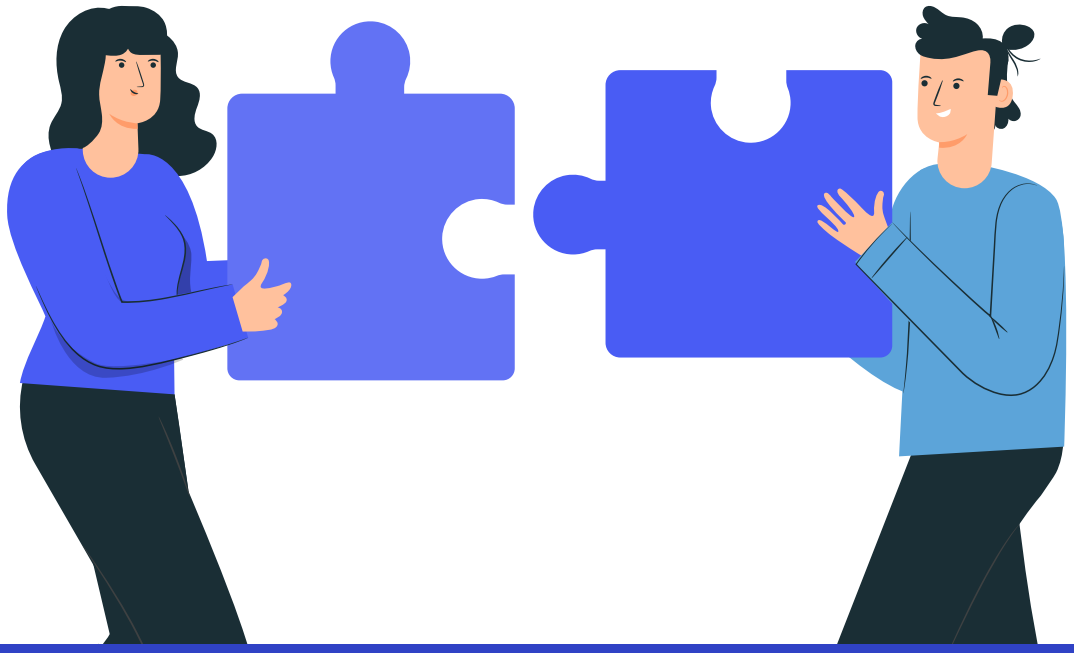
Invest in relationships by finding common ground, being a good listener, and spending time with colleagues.

Dependability

Build trust by consistently meeting deadlines, keeping promises, and being reliable.

Likeability

Practice kindness and use tactics like the **Ben Franklin Effect**—getting others to do you a small favor can increase their willingness to help you again.



Maximizing the Benefit for Others

Maximizing benefits for others involves understanding their needs and aligning your request to address their goals, making it more appealing by focusing on what motivates them.

KNOW WHAT MATTERS TO THEM:

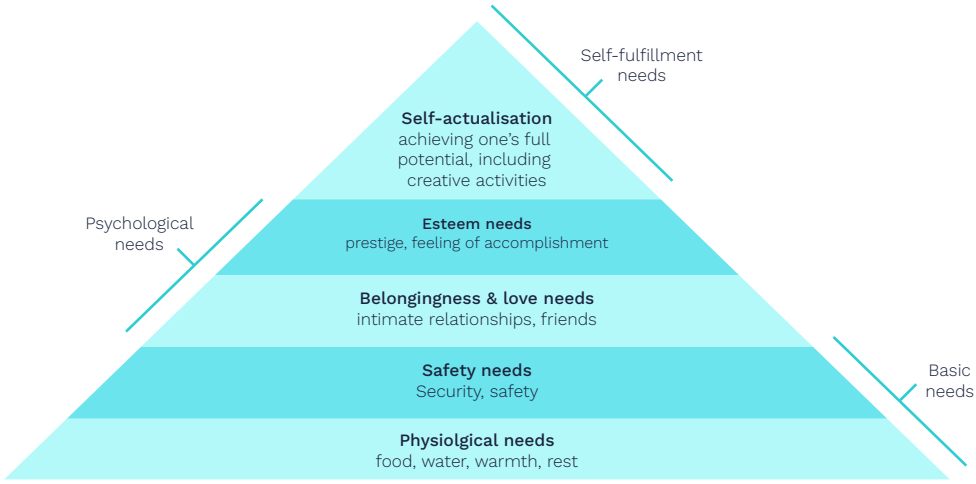
Understand the other person's goals, challenges, and KPIs. What keeps them up at night? What are their priorities?

ALIGN YOUR REQUEST

Frame your request in a way that highlights how it benefits them—either by solving a problem, helping them achieve a goal, or adding value to their role

MASLOW'S HIERARCHY OF NEEDS

Use this model to identify deeper motivators—security, recognition, growth—that can make you ask more appealing



Using Push-Pull Communication for Influence

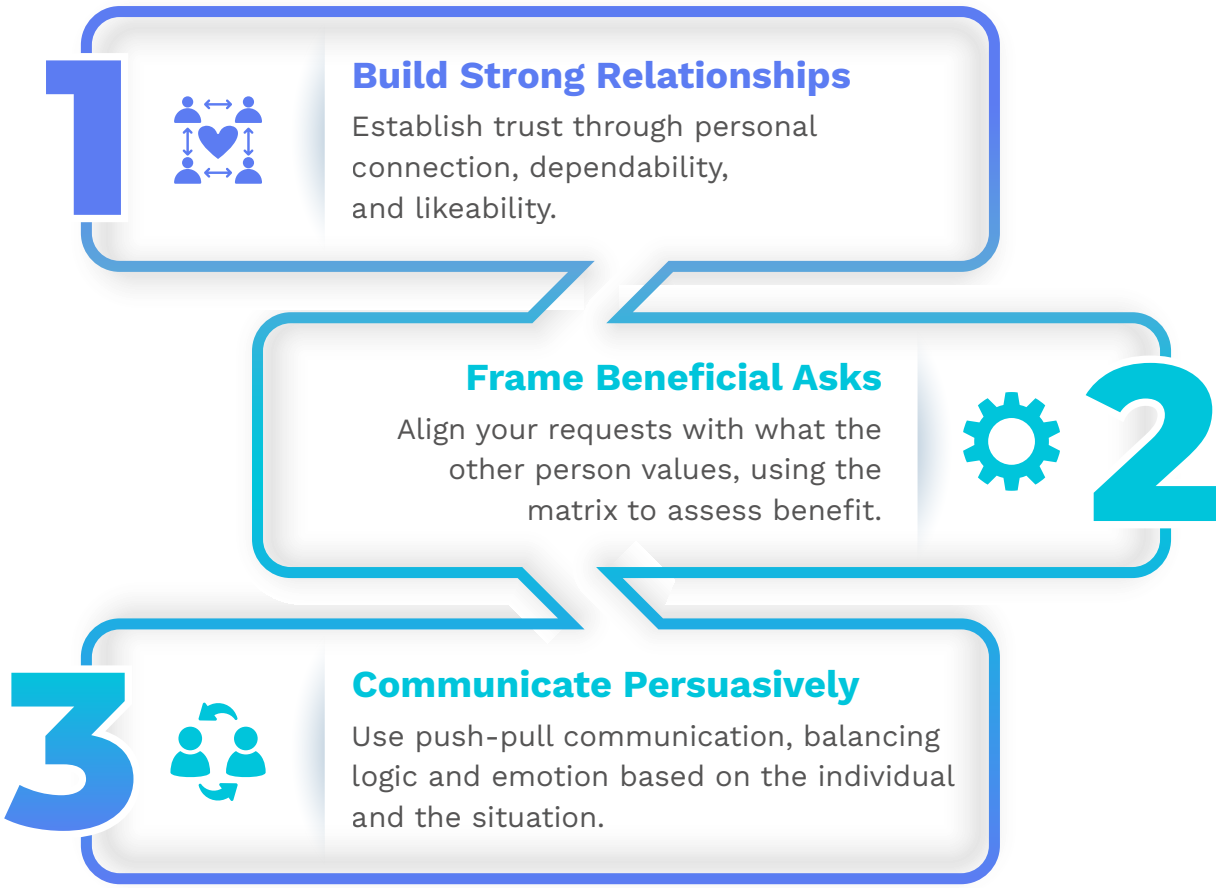
Push-Pull Method:

Balance logic and emotion + to tailor your communication.

Push	Pull
Use **push** (logic) for urgent, decision-driven asks	**pull** (emotion) for collaborative, long-term goals
Example "I need your numbers by Thursday for the presentation." (Clear, logical request)	**Example** "I'd love to showcase your latest results in the presentation. Could you share them by Thursday?" (Inclusive, emotionally appealing)

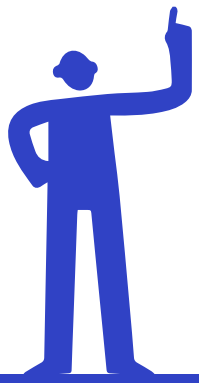
Applying the 3-Step Influence Plan

The 3-Step Influence Plan builds trust, aligns requests with others' needs, and uses persuasive communication to blend logic and emotion effectively.



Conclusion

The **Benefit/Relationship Matrix©** is your blueprint for influencing without authority. By focusing on the strength of your relationships and the benefits you offer, you can make more effective requests and succeed in any role.



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