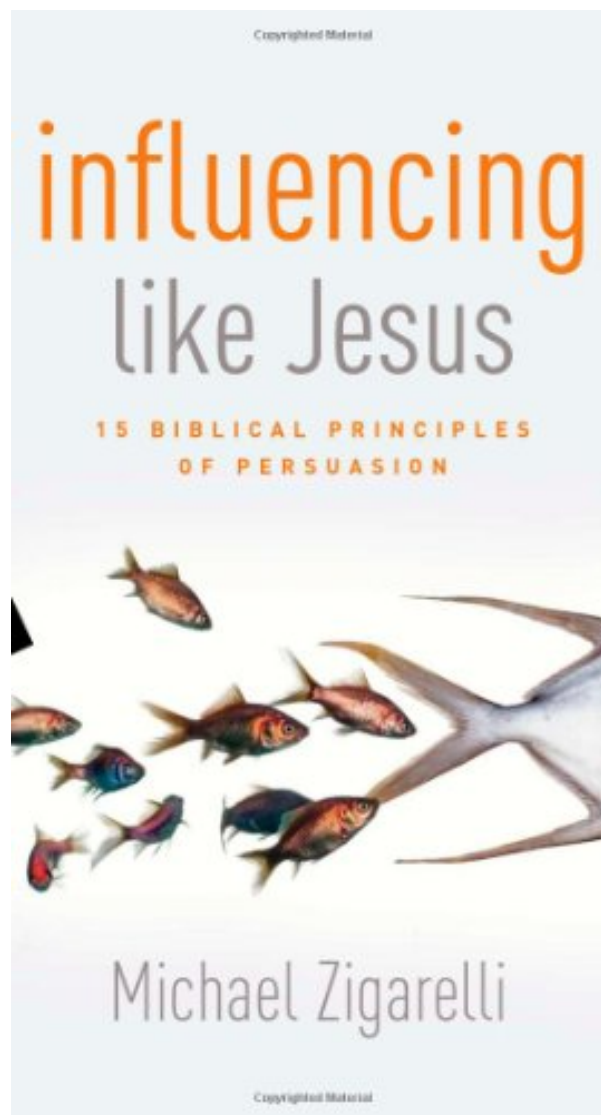


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From Publishers Weekly

Starred Review. Business professor Zigarelli (*The Minister's MBA*) ably teaches others how to wield influence through biblically effective methodology. Zigarelli's book is replete with examples from the Bible, where Jesus influenced and catalyzed remarkable inner change in those with whom he interacted. The author plainly tells fellow Christians that they are commanded by way of the Gospel of Matthew's Great Commission to be influencers in their respective worlds. Zigarelli's prose is lively and practical, and his scope is far more comprehensive and altruistic than a basic primer on getting others to serve one's self-interest. Rather, every principle is presented expressly from a selfless position in which the goal is always to enrich another person's life by honoring Christ's servant-leader example. Readers will glean insight on such topics as making personal, prayerful preparation before attempting to persuade; understanding the wisdom of connecting through similarity and by asking for another's opinion; learning to tell a compelling story using contrasts and metaphors; and valuing the weight of authoritative, experiential and social evidence. Readers will also discover concise planning worksheets and a complementary leader's guide for applying each concept skillfully in any personal or professional position. (Jan.)

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God Wants You to Be an Influencer.

From the classroom to the courtroom to the boardroom to your kid's room, *Influencing Like Jesus* will show you how to be significantly more persuasive. Drawing from the timeless lessons of the world's greatest influencer, Dr. Michael Zigarelli presents fifteen positive ways to open people's eyes and change their minds, even when they're highly resistant to change.

Come explore the many biblical principles of persuasion, including: Pray for Change, Know Your Audience, Connect through Similarity, Tell a Story, and Build a Coalition. You'll also learn about five key traits of a godly influencer: Be Authentic, Be Compassionate, Be Honest, Be Excellent, and Be Gentle.

Whether you're called to be an influencer at home, at work, at school, or anywhere else, you can do more than make an argument. You can make a difference!

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5 of 7 people found the following review helpful.

The title doesn't fit the content

By dw

If you are looking for a book on "Principles of Persuasion" as taught by the philosophies of men you will find this book a good introduction to that topic.

If you are looking for a book outlining the genius in which Jesus spoke and taught, you will not find that content here.

I gave the book a considered try, reading page after page waiting for the topic to line up with the title.

Finally after having read half the book, I gave up.

Scanning through the remaining 2nd half of the book, I concluded with disappoint, that the books title is totally misleading.

I have no idea why the author would have even attempted it.

There are a multitude of books on the subject of "Persuasion" using the philosophies of men, why would an author regurgitate bits and pieces of that, calling it "Influencing Like Jesus"?

Some topics include:

- Know your audience (connecting to them by similarities)
- Know your audience (understanding their needs)
- Know your audience (ask for their opinion)
- Tell stories
- Construct contrasts

- Use metaphors
- Use compelling evidence
- Build a coalition
- Create, communicate and carry out consequences
- Developing your influencing planning worksheet

I gave the book 1 star for this reason.

Look through the content before your buy.

3 of 4 people found the following review helpful.

Influence with Integrity

By Stephen Bloom

A solid foundation in the delicate art of influencing others in a positive, God-honoring way. Too many secular books on influence promote techniques rooted in manipulation or even subtle intimidation. But that's not Zigarelli's approach. He presents the fifteen essential elements of influence in a straightforward, practical format, all ready for immediate application within the bounds of Christian ethics and deep respect for others. This is an excellent resource for everyone who wants to influence with integrity. It was even helpful to me as an experienced lawyer.

About the reviewer: Stephen Bloom is a Christian lawyer and author of *The Believer's Guide to Legal Issues*, an entertaining and engaging plain english guide to real life legal issues written especially for non-lawyers.

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I would recommend it to everyone

By Amazon Customer

The information in this book has really change the way I relate to my friends family and acquaintances. I would recommend it to everyone.

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