



The Power of Influence

Increase your Influence and Impact

Keys to building influence as a Leader:

- Invest in People – How will I invest in my people moving forward?
- Focus on Being Interested Not Interesting – “The problem with being interesting is it’s all about you. But being interested is all about the other person. It’s where influence comes from. It’s placing other people’s interests first.”
- Practice the Platinum Rule – “The golden rule doesn’t work in leadership - Treat people the way they want to be treated.”
- Manage the Emotional Relationship
- Seek To Serve

10 Ways to Become a More Influential Leader

- Understand that Leadership is not about you - it is about the people that you lead
- Become the most passionate person that you know - it will be contagious!
- People do business with people they know, like, trust and VALUE - Be the one to add value
- Constantly work to develop yourself. Leaders are readers - Earners are Learners
- When it comes to your communication - change your goal from perfection to connection with your audience
- Have integrity - Do what you said you would do, when you said you would do it, the way you said you would do it. Even the small things count!
- Invest in your people everyday - those investments will pay dividends in your relationships
- Focus on being intrested, not interesting. Be present, ask questions, and listen. Let them walk away feeling that you truly care.
- Lead individually. Know your people well enough that you can treat them the way THEY want to be treated
- Be so good they can't ignore you.



The Power of Storytelling

Communicating With Influence Through Storytelling

What Makes A Story Influential? - "Stories are effective vehicles to teach, to inspire, to inform, and to educate, for one crucial, all important reason: they work."

Mindset

- Focus on the Audience
- Goal of Connection not Perfection
- Purpose of Engagement
- Turn Presentations into Conversations
- Balance Credibility/Relatability

Skillset

- Relive a Story
- Bring the Audience Into the Story
- The Blueprint of a Story

Ten Storytelling Secrets

- In storytelling your focus is on the audience. Tell it for them not for you.
- The goal of storytelling in business is not perfection, but rather connection with your audience.
- Your purpose is to engage your audience. Without engagement there is never any influence.
- Find your voice and strike a balance between credibility and relatability.
- An influential story is struggle to solution. You hook them with the struggle and you help them with the solution.
- Keep your stories concise and compelling. Audiences have short attention spans, so the quicker you get to the take away, the better.
- You don't retell a story---you relive a story.
- Make your story conversational. Nobody wants to be talked at; they want to be talked with. Turn your presentation into a conversation.
- In business, whoever tells the best story wins!

