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.

Partnership is The New Leadership

- As a leader – what do you want from your people?

"When you are interested you do what's convenient; when you are committed you do whatever it takes."

- How To Create Buy-In
- How To Master Conversational Leadership
    - The Three A's - "Partner Leaders embody the three A's; Accessibility, Approachability and Authenticity."
    - Balances
- Motivation is Important But Overrated – "Motivation is important, it needs to be there, but it's overrated because we focus too much time on the pep talk and not enough time on the performance beyond the pep talk."
- Building Leaders Not Followers

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!