GOING FROM CREDIBLE TO INFLUENTIAL

Keith W. Houck
INFLUENCE

The ability to positively impact the attitudes and actions of others.
INFLUENCE: RELATIONSHIP POWER

Two major types:
- Positional Power
- Personal Power
LEADERSHIP

If leadership is a relationship between those who aspire to lead and those who choose to follow . . . then being influential is critical to leading.
WHAT ARE PEOPLE LOOKING FOR?
THREE QUESTIONS PEOPLE ASK OF THEIR LEADER?

Can you help me?
Do you care for me?
Can I trust you?
CAN YOU HELP ME?

Competent
Capable
Willing
DO YOU CARE FOR ME?

Compassion
Willing
CAN I TRUST YOU?

Genuine
Character
Authentic
WHO ARE POTENTIALLY THE MOST INFLUENTIAL PEOPLE IN YOUR CAREER?
COMPELLING PEOPLE

Two qualities:
strength (the root of respect)
warmth (the root of affection)

The ability to project both strength and warmth at once is rare, we therefore celebrate, elevate and envy those few people who demonstrate both.
INFLUENCERS

Identify a couple of the major influencers at your college.
What are some of the behaviors that they demonstrate?
What behavior(s) would be most beneficial for you to apply?
SIX HIGHLY LEVERAGED BEHAVIORS

• Become genuinely interested in other people.
• Smile.
• Remember that a person’s name is to that person the sweetest and most important sound in any language.
• Be a good listener. Encourage others to talk about themselves.
• Talk in terms of the other person’s interests and needs.
• Make the other person feel important and do it sincerely.
WITH EVERY ENCOUNTER

THERE WILL BE A REACTION

During every personal encounter, we either give energy or take away energy. Whether it is a long conversation or a simple “ping”, we can provide support. Reflect on your encounters to determine whether or not you have added value.
KNOW YOURSELF

What are your likes and dislikes?
What are your strengths and weaknesses?
Where can you best add value?
SEEK OUT MEANINGFUL FEEDBACK?

YOUR CAR’S READY, SIR

WELL, IT’S TIME FOR ME TO GO

GO SLAM THE CAR DOOR, I WANT TO HEAR WHAT THEY SAY ABOUT ME
Feedback is essential for both healthy relationships and professional development – but we dread it and often dismiss it.

Receiving feedback sits at the junction of two conflicting human desires:
- wanting to learn and grow,
- wanting to be accepted just as we are right now.
ENHANCE YOUR COMMUNICATION SKILLS
CONNECTION

Approachable
Engaging
Listens
Demonstrates interest
Caring
RELATIONSHIPS
ESTABLISHING OUR DESTINY

• Watch my **thoughts**, they become my **words**.
• Watch my **words**, they become my **actions**.
• Watch my **actions**, they become my **habits**.
• Watch my **habits**, they define my **character**.
• Watch my **character**, it will determine my **destiny**.
Motivation gets you going, habits keep you going.
Be intentional about developing the right skills and habits to lead and live by.
Put the right behaviors on “auto pilot”
Learn when and how to quickly change
Really successful people are composed, because they are constantly monitoring their emotions. They stay calm and use their emotions when necessary for the greater good.

They adapt and adjust to stay happy and in control.
Leadership is more caught than taught – watch and learn
Seek to truly understand your audience
Acknowledge their specific actions
Influencers make it easier to maneuver and accomplish the work.

They help to identify and better define problems.

They make the necessary changes to clear the path.
BE WILLING TO TAKE RISKS

Failure is not an outcome, it is a tool or step in the process to success.

Staying comfortably in your limits, will keep you from fully growing and developing

What are you willing to fail at now so you can succeed at something else?

“I failed my way to success.” Thomas Edison
You want to know the difference between a master and a beginner? The master has failed more times than the beginner has ever tried.
Influencers demonstrate an ability for getting things done. They don’t focus on excuses. They seem to find a way.
GRATEFUL

Demonstrate an attitude of gratitude

Be thankful for opportunities

Freely share the praise with others
COMPONENTS OF STRATEGIC INFLUENCE

Start by looking at yourself
Deliberately build a strong foundation with others
Involve others in the process
Connect with others on an emotional level
Build and sustain momentum
“Leadership is influence, the ability of one person to influence others to follow his/her lead.”

J. Oswald Sanders
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