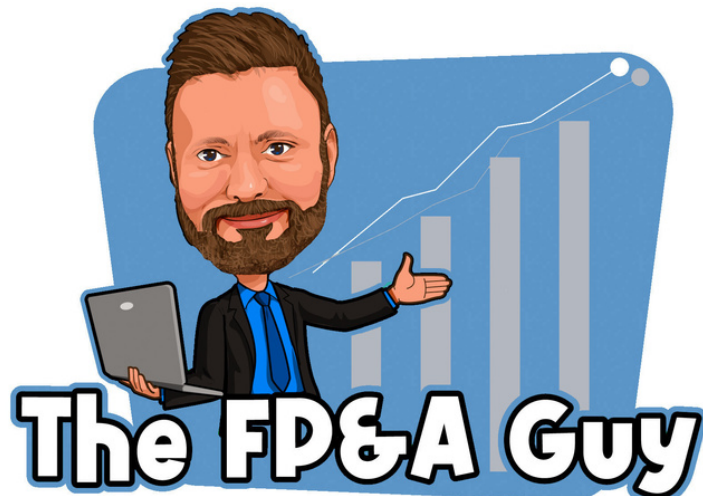


INFLUENCING

Leadership is not about titles, positions or flowcharts. It is about one life influencing another.

- John C. Maxwell



Influencing - Questions to ask yourself

Every time you are trying to influence a situation, ask yourself these 2 questions:

1. Can It Be Done?
2. Will It Be Worth It?

In every situation, you need to start with the above two questions, and only once you have answered them can you develop an influencing Strategy.

Source: [Book Summary - Influencer: The New Science of Leading Change \(readinggraphics.com\)](https://readinggraphics.com)



3 Keys to become an Influencer

Focus &
Measure



Find Vital
Behaviors



Use 6 Sources
of Influence



Source: [Book Summary - Influencer: The New Science of Leading Change \(readinggraphics.com\)](https://readinggraphics.com)



Focus & Measure

3 things every influencer should do:

1. Set SMART Goals

2. Measure regularly

3. Measure what matters (i.e. the right things)



Source: [Book Summary - Influencer: The New Science of Leading Change \(readinggraphics.com\)](https://readinggraphics.com)



Find Vital Behaviors

After establishing the outcome desired, you must identify what the key behaviors are that will lead to the desired outcome.



Source: [Book Summary - Influencer: The New Science of Leading Change \(readinggraphics.com\)](https://readinggraphics.com)



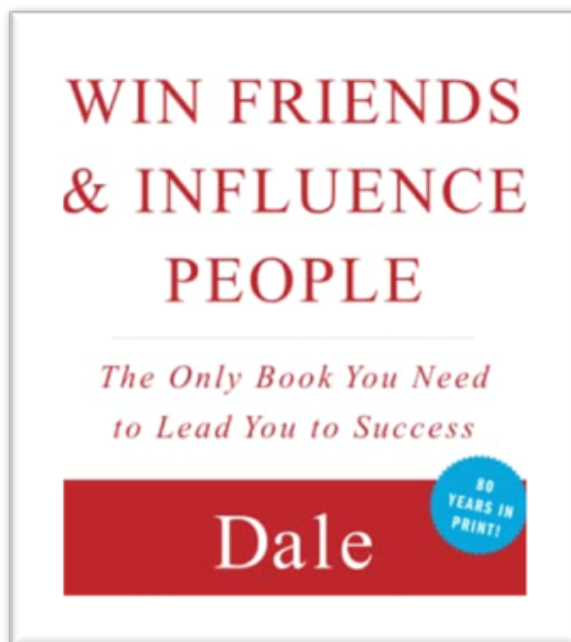
Use 6 Sources to Influence

- Personal Motivation
- Personal Ability
- Social Motivation
- Social Ability
- Structural Motivation
- Structural Ability

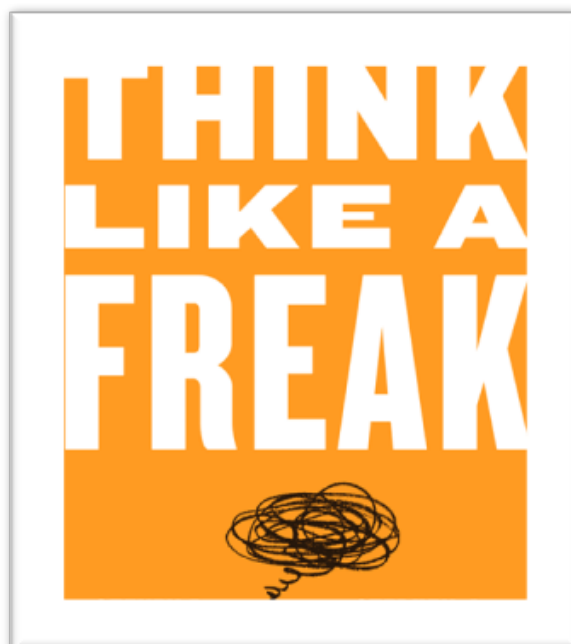
Favorite Books on Influencing



Influencer – One of the best books you will find on the science of influencing people.



How to Win Friends & Influence People – Everyone should read this book it is a timeless classic.



Think Like a Freak – This book has a great section on incentivizing others and how we need to think through incentivizing behavior.

