

## INFLUENCE AT WORK

*To lead one must influence. To be a great leader is to influence many.*

*Murray Johannsen*

*A return to first principles in a republic is sometimes caused by the simple virtues of one man. His good example has such an influence that the good men strive to imitate him, and the wicked are ashamed to lead a life so contrary to his example.*

*Niccolò Machiavelli*



This presentation covers:

- Seven different sources of influence one can develop
- How to determine which sources of influence one is relying on
- How someone is responding to your influence attempts—the Response Continuum
- Four types of power
- The selfish and social use of power

There is a common perception that leadership is all about making inspiring speeches to brainwash the unsuspecting masses. While that occurs, it misses the most common aspects of personal leadership—*influencing others during moments of truth when face to face or in a group.*

We can dramatically improve our ability to influence others. While this sounds obvious, few people understand their primary sources of influence, how these work and how to strengthen them. And they don't understand the many other sources of influence they could harness.

Learn about seven powerful, practical sources of influence, more about the ones you are using and discover which ones you are not.

*You don't have to be a "person of influence" to be influential. In fact, the most influential people in my life are probably not even aware of the things they've taught me.*

*Scott Adams*



*The greatest ability in business is to get along with others and to influence their actions.*

*John Hancock*

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