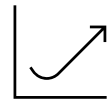




# INCREASE INFLUENCE

**Influence commands action. Without it, you will not get others to move toward your vision.**



## How Does it Work?

Leadership is influence. People will not follow you when they do not have high regard for you and the direction you set. When you have influence, they will not only do the work to move you closer to fulfilling your vision but will help you through the thinking and support you in many other ways. True leaders operate out of influence, not coercive power.



## Impact of Lacking Influence

- You end up doing all the work. No one is willing to help you.
- Others will perceive you negatively.
- You will not make any lasting impacts.

## Why Increase Influence?

- Make meaningful impacts.
- Get others to act toward your goals.
- Do something about the problems you see or hear about.
- Change negative perceptions of others about you.
- Execute well with your team.
- Enjoy the feeling of achieving your goals.
- Strengthen relationships.
- Change the outcome of the situation.