



Leading & Winning:
The game-changing power of influence

ELEVATE
***TMSA* CONFERENCE**

June 9-11, 2024 | New Orleans

We help organizations get, keep, and grow larger clients

Specialized in...

- Logistics
- Sales
- Strategy
- Talent Development
- Growth Acceleration



Sara Black



Holly Laboda



The game-changing power of influence

The **critical behaviors** that influencers need

How to **appeal to** the real decision-making powerhouse

Tactics to build **your own influence skills**

Leading & Winning

In·flu·ence

/ˈɪnfluːəns/ 

noun

1. the capacity to have an effect on the character, development, or behavior of someone or something, or the effect itself:
"the influence of television violence"

Scrabble Points: 14

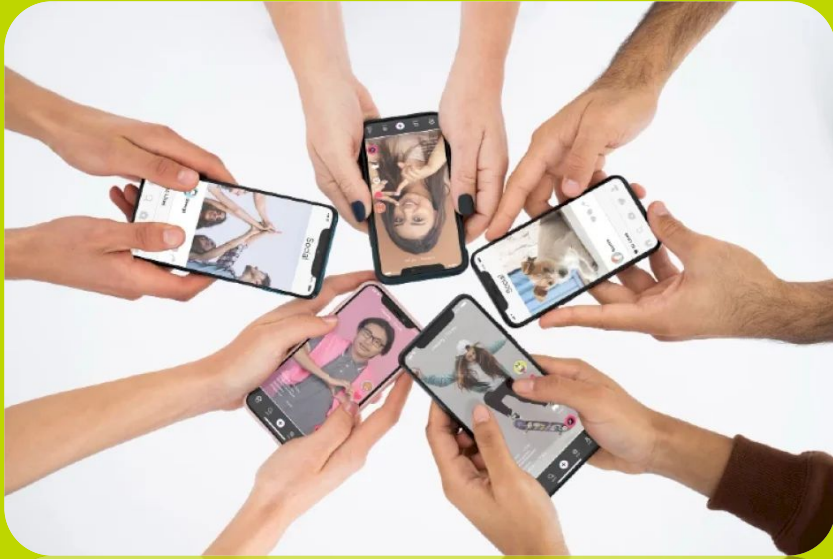
I₁ N₁ F₄ L₁ U₁ E₁ N₁ C₃ E₁

"the influence of television violence"
something' or the effect itself:

The game-changing power of influence

Your ability to have an impact on others





Decisions are emotional

The game-changing power of influence

The ability to have an impact on others

- Does it make sense?
- Do I want to do this?



The game-changing power of influence

I want them to:

- Think...
- Feel...
- Do...



Want to be a better influencer?

- ✓ Understand that decisions are emotional
- ✓ Think about how you want to be perceived
- ✓ Get people to know, like, and trust you
- ✓ Share stories to demonstrate competence
- ✓ Be direct when people need guidance
- ✓ Vary your approach to the specific situation

I want to be known as...

insightful



sharp

collaborativ

e

Think about how you want to be perceived

Influence

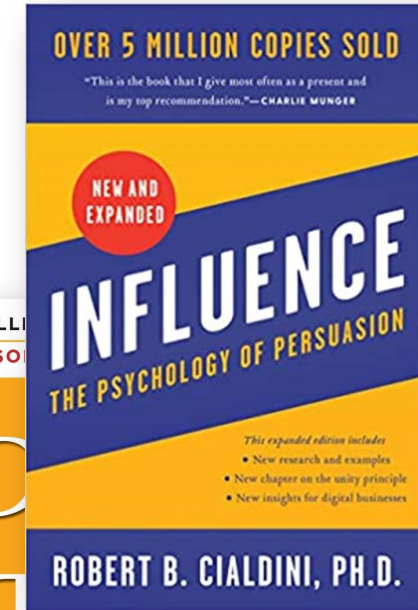
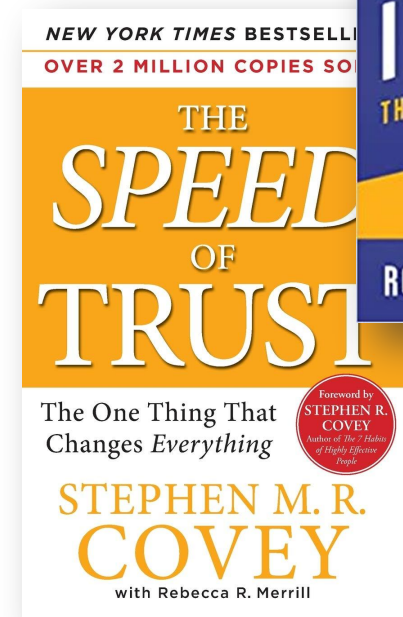
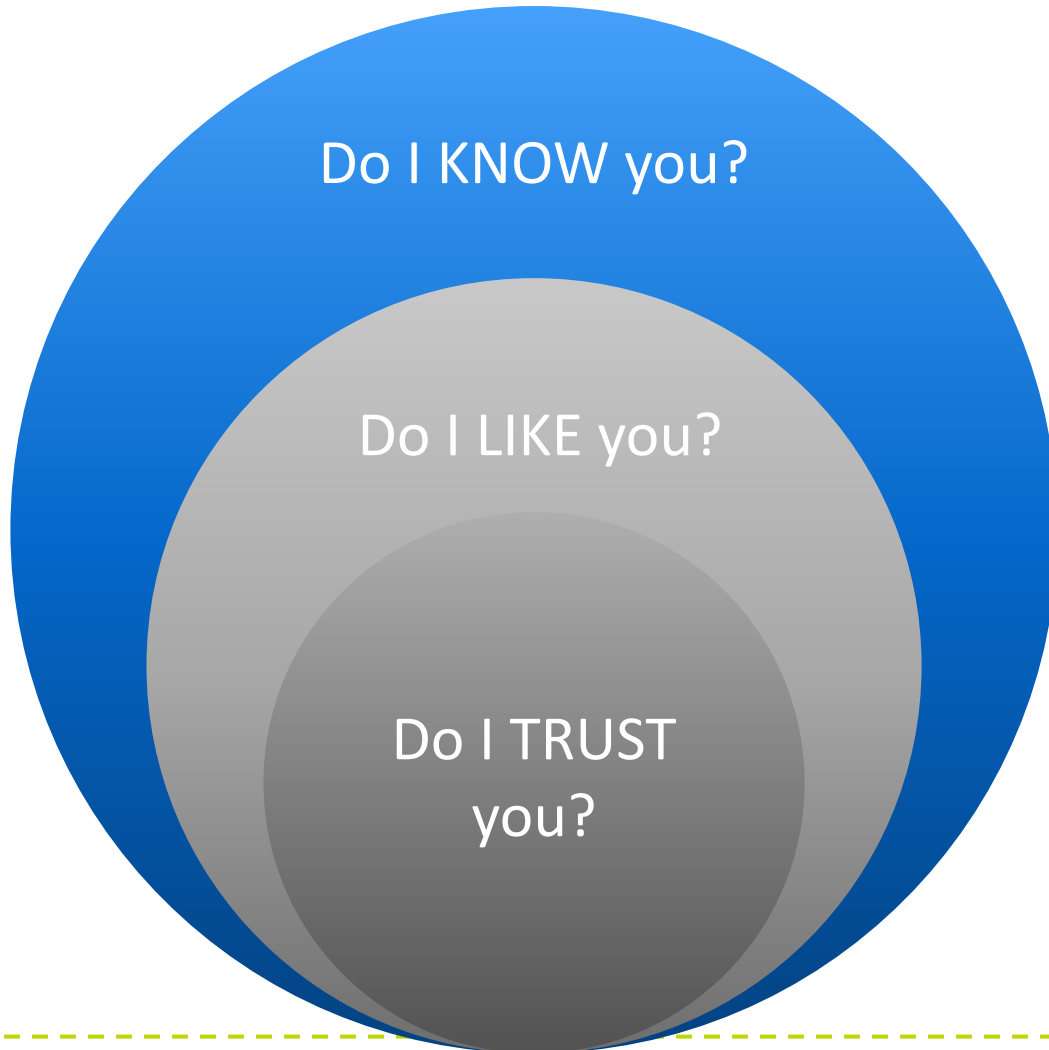
- We have a visible, shared goal.
- What I'm doing isn't just for me; it's for the shared goal.
- I'm seeing others as valuable human beings with feelings and aspirations as important as my own.

versus

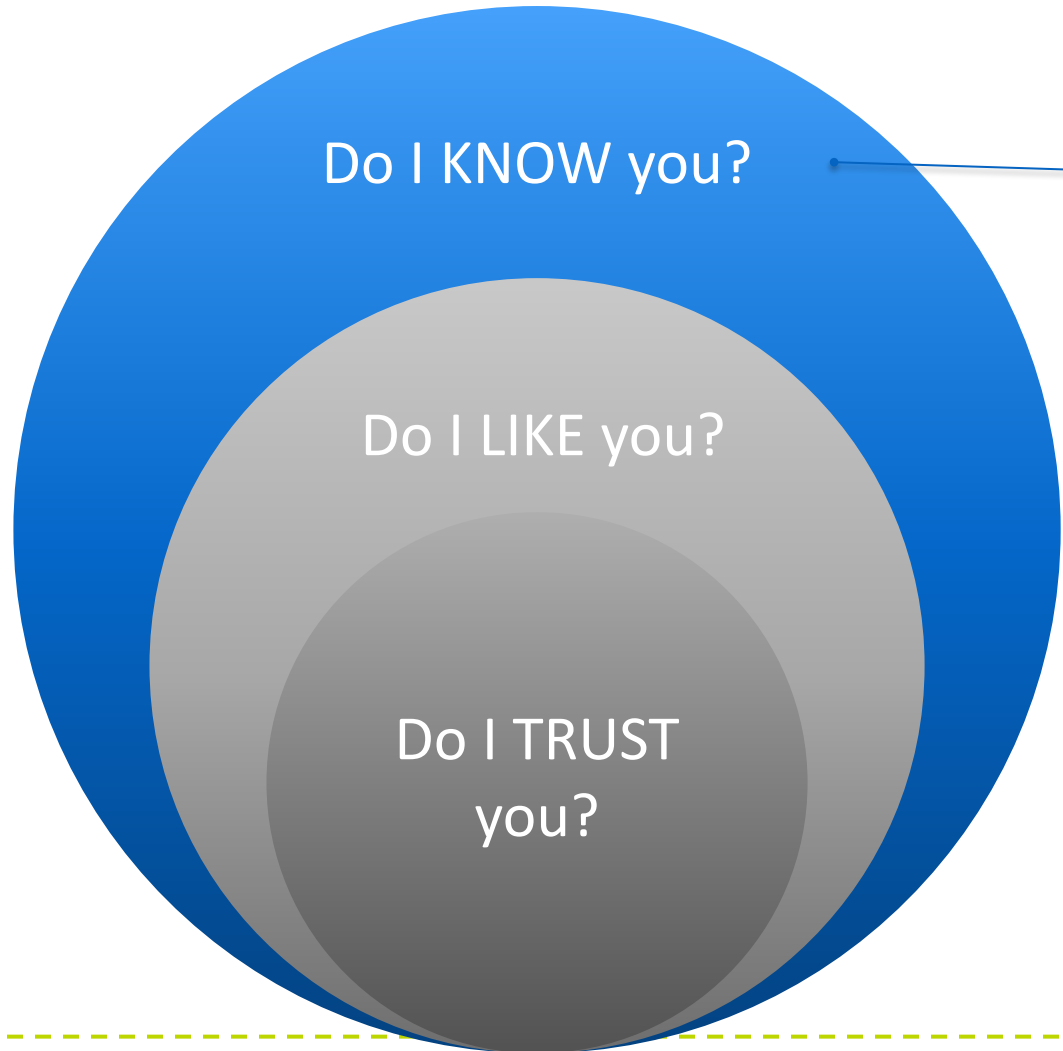
Manipulation

- I'm getting them to do something they don't want to do.
- It's selfish, it's really for me.
- They are just objects; pawns in my game.
- It involves hidden motives; a hidden agenda (mine).

Get people to know, like & trust you

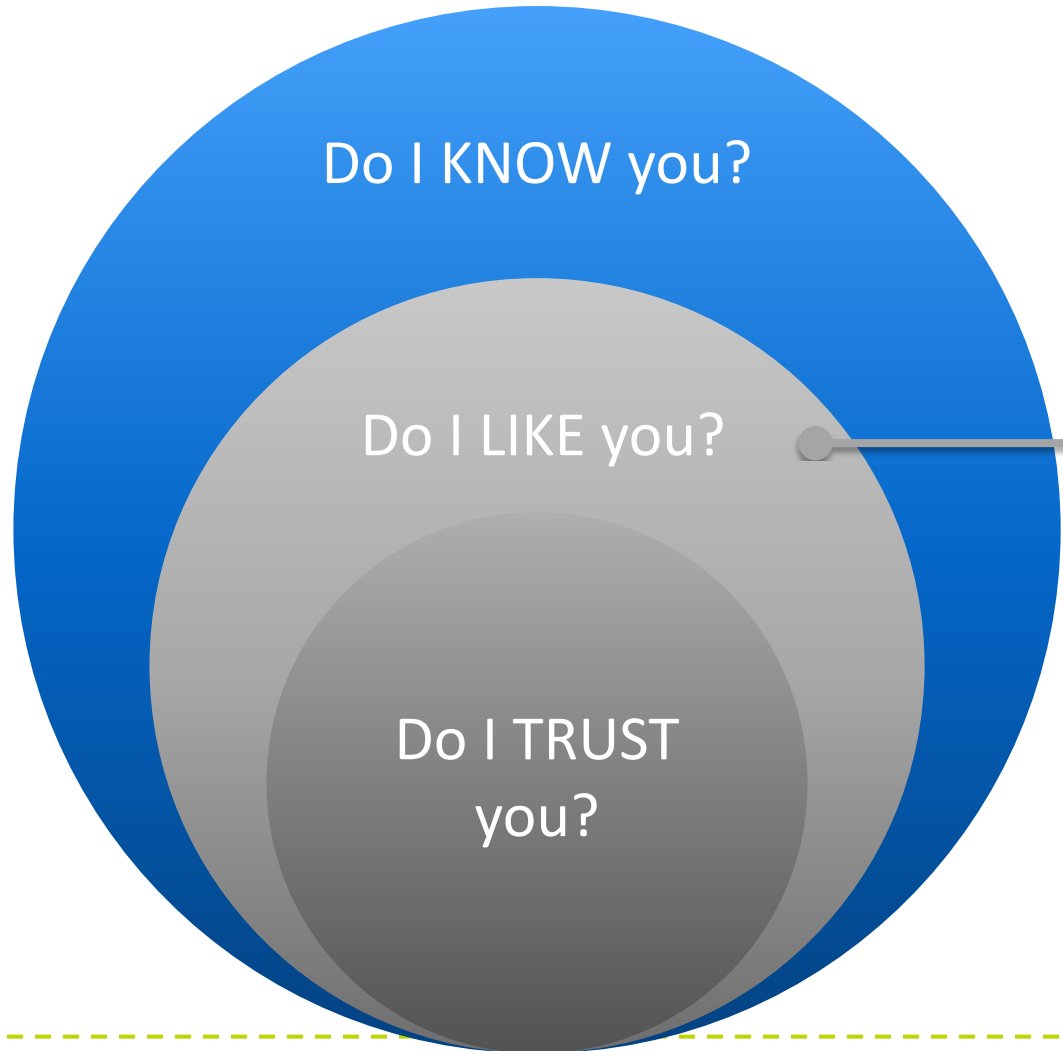


Get people to know, like & trust you



Build familiarity through consistent contact, leverage connections and reference points.

Get people to know, like & trust you



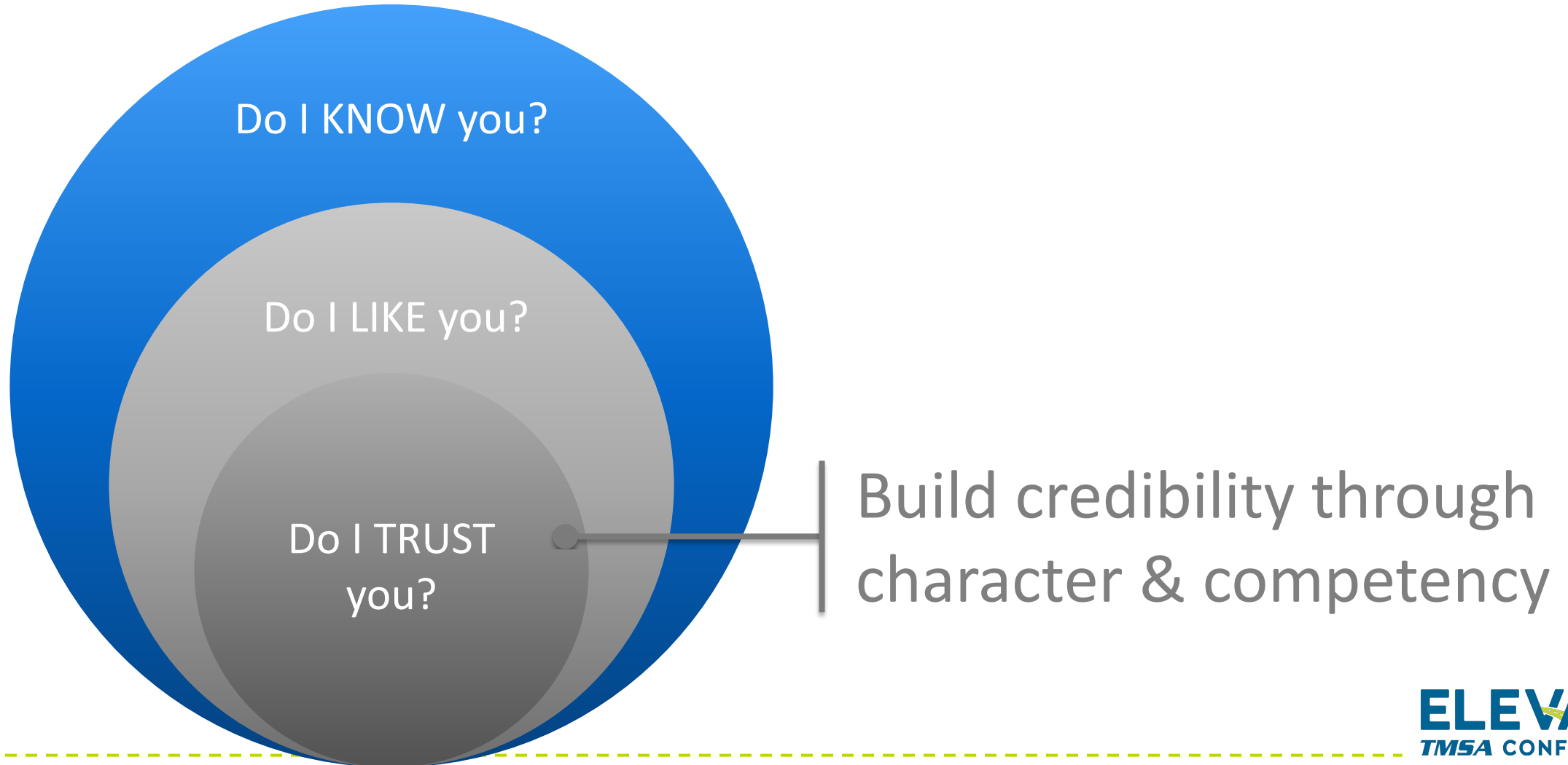
Listen to them

Point to similarities

Mirror their behavior

Show that you like them

Get people to know, like & trust you



Stories are memorable

We are **22 times** more likely to remember a fact
when it has been wrapped into a story

- Forbes

Be direct when people need guidance

Build credibility through character & competency

- Share stories to demonstrate competence
- Connect people with others that can help them
- Provide best practices, ideas & insights
- Show visuals/examples of future or ideal state
- Create a roadmap or gameplan together

The game-changing power of influence

I want them to:

- Think...
- Feel...
- Do...



Vary your approach to the specific situation

What do THEY NEED to keep moving in the direction that I'm aiming for?

- Do they know why it's important?
- How do they feel?
- Do they know what to do next?
- Do they know how to do that?
- Where are they stuck?

Two behaviors to embrace...

1. Task Behavior

The extent to which a leader engages in **defining roles** and **structuring activities**

2. Relationship Behavior

The extent to which a leader engages in **two-way communication** and **actively listens**

Want to be a better influencer?

- ✓ Understand that decisions are emotional
- ✓ Think about how you want to be perceived
- ✓ Get people to know, like, and trust you
- ✓ Share stories to demonstrate competence
- ✓ Be direct when people need guidance
- ✓ Vary your approach to the specific situation

- Confirm that it “makes sense” to them
- Allow them to feel good about their decision
- Guide them towards next steps or future state



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