



Becoming A Leader of Influence

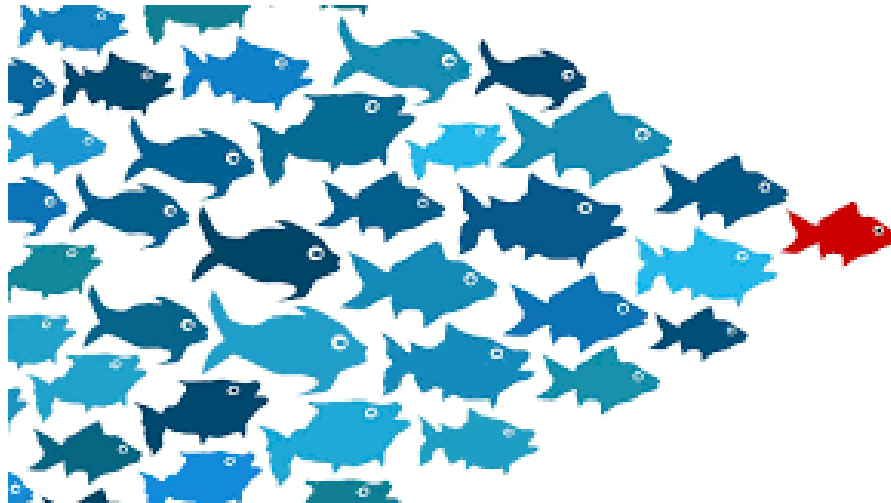
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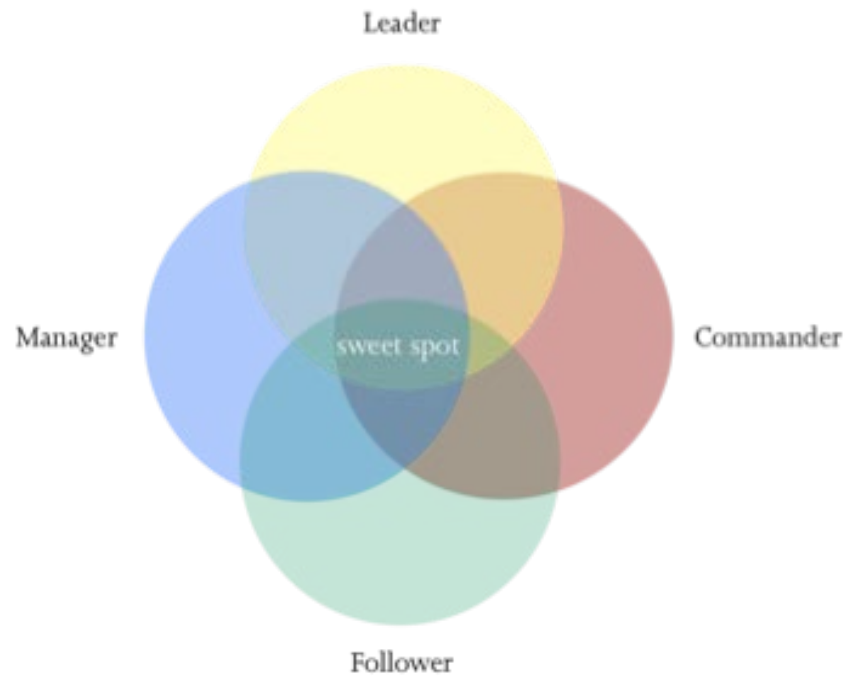
What is Influence?

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

John C. Maxwell



Finding the Sweet Spot



Warmth Before Competence

“To exert influence, you must balance competence with warmth.” Cuddy, Kohut, Neffinger

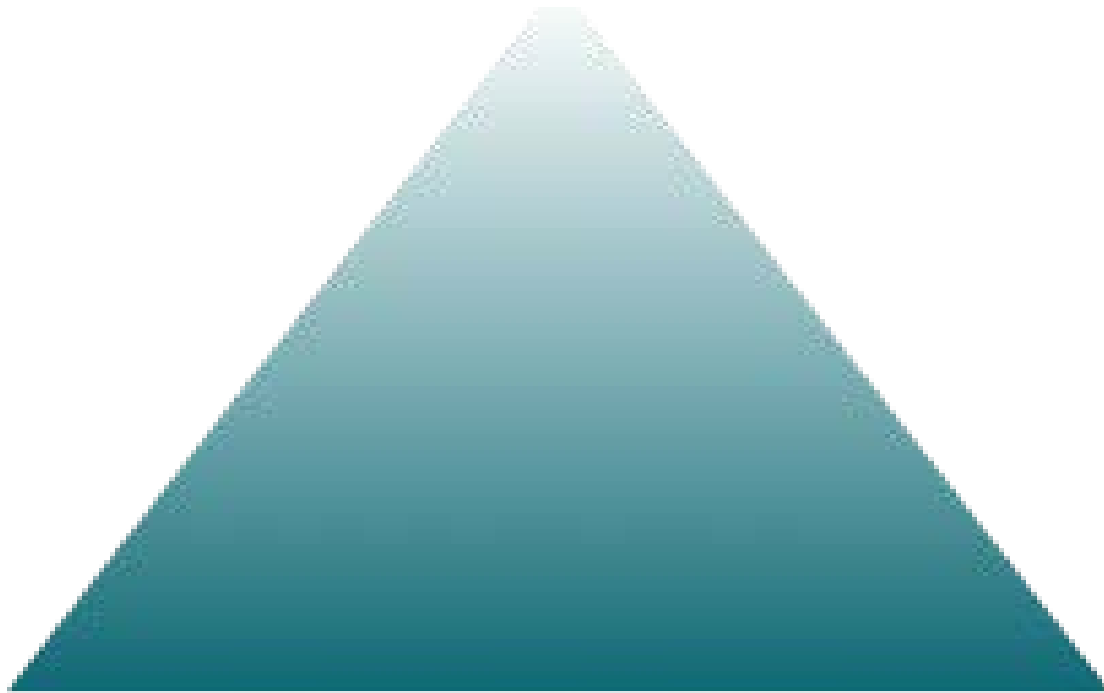


Warmth Before Competence

How We See Others		
	Competent	Incompetent
Warm	Warm/Competent <i>admire</i>	Warm/Incompetent <i>pity</i>
Cold	Cold/Competent <i>envy</i>	Cold/Incompetent <i>contempt</i>

Engaging Others

Get it



Trust You

Like It

Science of Influence

- Reciprocity
- Scarcity
- Authority
- Consistency...gradient of agreement
- Liking
- Consensussocial proof

C²E²A

- Common Ground
- Credibility
- Evidence
- Emotional Connection
- Call to Action

