

7 Principles to Increase Your Influence

(How to Deepen and Invest Your Influence with Others)

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Leadership is _____

Law of Influence — The true measure of leadership is influence — nothing more, nothing less.

Law of E.F. Hutton — When the real leader speaks, people listen.

The 21 Irrefutable Laws of Leadership

Let no man imagine that he has no influence.
— *Henry George*

Increasing your Influence = Increasing Your Leadership

Seven Ways to Influence People

Methods — From Worst to Best:

1. _____

Two Kinds of Force:

- a. Violent — Usually comes in the form of a threat to harm. The recipient feels violated. An illustration of this came in 1990 when Iraq invaded Kuwait, and in 1998 when Serbia began its ethnic cleansing of Kosovo. It is trespassing over the will of another.
- b. Non-violent — Usually comes in the form of coercion. The recipient feels they have no choice in the matter, even though it may only be words that move them. Unhealthy marriages exhibit this when a spouse uses verbal abuse to get their way.

Evaluation: How often do you use “force” to influence others?

Never 1 2 3 4 5 6 Often

2. _____

In this method, the leader is still using unhealthy means to reach his or her end. The motive of the follower is fear of conflict. They simply want to avoid danger or confrontation. Often, leaders use this kind of influence and are unaware of it. It happens every day in the office with supervisors who are short sighted and low in people skills. The person who intimidates is usually short on both patience and relationships. Frequently — they intimidate because they are insecure and are intimidated themselves.

Good News: This method of influence is often the quickest way to get results.
Everyone hops when the leader says jump.

Bad News: This method is short lived. It causes turnover in organizations.
No healthy person stays in this kind of an environment very long.

Evaluation: How often do you use “intimidation” to influence others?

Never 1 2 3 4 5 6 Often

3. _____

This third method is slightly better, but still involves the leader taking the low road. With manipulation, the follower may technically get to choose his involvement — but still doesn’t win. It is a win/lose proposition between the leader and followers. Eventually, the followers feel resentment over the conditions in which they must work. They begin to play the role of a victim — and steal time or resources from the organization believing they deserve it since they’ve been treated so poorly. Instead of going the “extra mile” they cheat their way along the first mile.

Characteristics of manipulative leadership:

- a. One person _____ the others .
- b. Control of the situation is _____ .
- c. The followers feel they've been taken _____ .
- d. A _____ perspective sets in.
- e. People begin to be _____ of each other.
- f. Partners start vying for _____ and _____ .
- g. There is _____ kingdom building going on.

Evaluation: How often do you use “manipulation” to influence others?

Never 1 2 3 4 5 6 Often

4. _____

This form of influence is neutral. Up until now, each kind has been temporarily productive but unhealthy. For the first time — the leader now is operating with no hidden agenda. There is no need for damage control. They are simply saying: “I’ll scratch your back — and you can scratch my back.” That’s what exchange is all about. It is a give and take. This is probably the most popular form of influence in America today. Millions of Americans show up at work each day not because their boss is motivational or encouraging, but because he/she promised them a paycheck at the end of the month. This kind of influence keeps score and is aware of whose turn it is to give.

The PROS of “exchange”: It is fair and just. All parties have agreed to the conditions. It is influence based upon contract. There is no hidden agenda. Everyone wins to a degree.

The CONS of “exchange”: It only works until one of the parties gets a better exchange somewhere else. It ultimately is still self-serving. All look out for own best interests.

Evaluation: How often do you use “exchange” to influence others?

Never 1 2 3 4 5 6 Often

5. _____

At this point, our list of “methods of influence” begins to become positive. When a leader persuades a follower to act, they frequently use words, just like in manipulation or intimidation. However, with persuasion — the follower sees the benefits of working with and for the leader. While it may have taken considerable time for the leader to talk them into it, they are not forced to act, they become hungry to act. They don’t have to do it, they want to. Persuasion literally means: “through sweetness.” The leader has convinced the person with positive words. They are convinced just as the leader is.

When a person is persuaded, they have engaged their entire soul, mind, will and emotions. It can be understood in the Chinese analogy of the cart and two horses:

1. The Will = the Cart
2. The Mind = a Horse
3. The Emotions = a Horse

Understand that if the “cart” was to move forward, both horses had to be mobilized. So it is with the heart of man.

Evaluation: How often do you use “persuasion” to influence others?

Never 1 2 3 4 5 6 Often

6. _____

From a purely human standpoint, this is the highest type of influence. It has been said that people are naturally motivated — but as we age, we become de-motivated. We need someone to help us tap into our inner yearning to do something significant. That the leader who motivates other understands that the people really do want to act, but simply need some other human (outside) motivation to get up and do it. Action becomes the result of inward desire plus outward stimulation. This explains the huge market for motivational speakers and resources in the business market. The information presented isn’t necessarily new, but it engages their passion and longing to do something great. When a husband says, “I love you” to his wife — it is motivating her. Why? It is not new information. However, the message engages her soul with words she needs and wants to hear.

“Motivate” is taken from the same root as “movement.” We are moved when a leader speaks to our inward . . .

- _____ Things we need to have in our day to day life
- _____ Things we’re curious about or have an interest in
- _____ Things we are concerned about or fearful of
- _____ Things we deeply want in our heart of hearts

Evaluation: How often do you use “motivation” to influence others?

Never 1 2 3 4 5 6 Often

7. _____

This is the highest form of influence. Not everyone has it, nor is it easy to wrap your arms around. It is influence that is derived from the life of the leader as well as from the presence of God. When a leader has spiritual authority, God prompts His people to act through that leader — but it is divine. When a leader has authority, people act knowing that they are linking up with something and Someone bigger than themselves or the leader. The influence, in fact, can be frightening to the leader. They know it is bigger than they are — and they don’t want to abuse it. God so often chooses to break a leader before He uses him profoundly. Being broken transforms the leader from a “boss” to a humble servant. Consequently, we most often see spiritual authority flowing from a leader who is committed to serving those who follow.

Spiritual Authority stems from . . .

a. _____

How do you model servanthood to others? Do you honor those you lead?

b. _____

Do people sense God’s presence?

c. _____

Do you have an evident leadership gift? Do people look to you for direction?

d. _____

Do your convictions win the respect of others? Do people follow your passion?

Evaluation: How often do you use “spiritual authority” to influence others?

Never 1 2 3 4 5 6 Often

An Equation . . .

_____ + _____ = **OUR LEVEL OF INFLUENCE**

(Credibility + Communication = Influence)

Credibility: Who We Are

Credibility is the first piece that defines our influence. Credibility comes from who we are, more than anything else. It is more about substance than style. It stems from the identity we truly possess, more than the image we try to project.

Why Do People Listen to Leaders?

1. _____ — People listen because of who you know.
2. _____ — People listen because of what you have suffered.
3. _____ — People listen because of what you know.
4. _____ — People listen because of what you have achieved.
5. _____ — People listen because of what you are able to do.
6. _____ — People listen because of what you sense.
7. _____ — People listen because of your integrity.
8. _____ — People listen because of your heart.
9. _____ — People listen because you identify with their needs.
10. _____ — People listen because of your passion.

Evaluation: Why do people listen to you? List your top two responses, from this list:

1. _____
2. _____

Communication: How We Say It

1. To _____ or _____
2. To _____
3. To _____
4. To _____ or to _____
5. To _____
6. To _____
7. To _____
8. To _____
9. To _____
10. To _____

Evaluation:

1. Which of these methods are most natural for you? Which do you employ most often in your leadership?
2. Now, consider your people. To which method do they respond most positively? Is there a match between your style and their responsiveness?
3. Do you believe you should learn to employ new methods of communication to reach a greater variety of people?

Answers:

Influence; Force; Intimidation; Manipulation; Wins; Losses; One-sided; Advantage of; We/They;
Suspicious; Power; Control; Personal; Exchange; Persuasion; Motivation; Needs; Interests; Concerns
Desires; Spiritual Authority; Honoring & Serving People; Anointing/ God't Presence;
Giftedness/ Competency; Conviction/ Passion; Who We Are/ How We Say it; Relationships; Sacrifice; Insight;
Experience; Abilities; Intuition; Character; Humility; Relevance; Conviction; Deliberate or
Direct; Entice; Persuade; Reason/ Teach; Appeal; Admonish; Win Over; Insist; Convince; Encourage