

BUSINESS VITAMINS

Influence and Impact

Introduction

The ability to impact and influence others is a key competency frequently identified in top performers. While we assume salespeople are good at impacting and influencing, the ability to impact and influence others is often the number one competency in helping, service, managerial and leadership roles.

Highly skilled individuals can lead and influence others with exceptional effectiveness, however these skills are not innate but can be learned with specific techniques that make your communication more impactful and effective.

Vitamin Definition

Having influence refers to our ability to persuade others without imposing force or issuing a direct command. Having impact refers to being able to leave a lasting impression, that is, one that can significantly affect the path we take.

Usage of the Vitamin

Impact and influence are leadership resources you can develop and keep improving to leverage a team.

Vitamin Details

In leadership it is common to hear about impact and influence but there are many questions around. A helping hand can add value to someone's career or life, and that value may even be as simple as adding value to a specific task. Whatever it is that you are trying to do as a leader, always add value.

Do help others to grow because you want to empower others to be better leaders themselves and share that influence forward. Influencing or persuading others in a positive way focuses on empowering, developing and serving the people who work for you. Helping employees achieve their goals and bringing out the best in them are hallmarks of an influential leader. The key to success is your personal people skills, your ability to connect with others, to share your ideas, to cultivate a positive attitude range, and to make things happen.

By being authentic and aware of themselves, the best leaders can build and maintain trust, and they can accomplish this by communicating their vision effectively and by doing what they do best.

In reading around this topic there are a few techniques that you should practice to create more impact in others:

- When we take action intentionally and receive respect from others back in return, we grow in influence. Being authentic includes staying true to yourself without needing attention.
- The best use of your time and leadership is to lose yourself in the service of others.
- Always show kindness and attention to others
- People will follow you when you show them your strong character and integrity, and by strong we mean someone whose character is not questionable or someone whose decisions change with the weather.
- Trust is the glue of leadership, the foundational principle that holds all relationships together
- Connect with the success of others

These are a few techniques you can start to working on, to grow as leader and of course as a person.

EXAMPLES:

Influence example

Salesperson: "Excuse me, but do you think that a good education is important for your kids?"

You: "Yes, of course."

S: "And do you think that kids who do their homework will get better grades?"

You: "Yes, It could be."

S: "And a platform where you can find thousands of subjects would help kids do better on their homework, don't you think?"

You: "I'd have to say yes to that. I think it might help a lot and make our life easier"

S: "Well, I sell a membership of XCV platform, where you can use the searcher and the tool will give you the best 25 direct references to find any topic. May I take 5 minutes of your precious time and help improve your child's education?"

You: "Ahhh, alright, tell me more"

Impact example

Jennifer leads the Transformation team, so to get more commitment from the team and more involvement from them, she puts their schedules and deadlines on a digital whiteboard that the whole department can see. Their names and tasks are visible on the board.

Every Friday she updates the board with the results and she tries to recognize and reward those who get everything done on time and create a framework for assigning people to help one another.

This practice will help Jenna understand which person needs the most help as well as find the future leaders of that team.

In addition, this will help the transformation team organize their priorities as they become aware that their leader knows everyone's performance and would find a way to help the team to walk through the same path.

