

What is influence?



Influencers ask themselves the question, "What difference will I make?"

What is influence? This is part one of a series exploring influence. In this segment we will explore the question, "What is influence?"



Influence is about changing hearts, minds, and behaviors.

INFLUENCE IS ABOUT
CHANGING HEARTS,
MINDS,
AND
BEHAVIORS.

Changing Hearts



CHANGING HEARTS

Influencers seeking to make a positive influence have heart intelligence. They understand that people have a deeply human need to”

- direct their own lives,
- to learn,
- create new things, and
- to do better by themselves and others.



The way we interact with and regulate emotions impacts nearly every aspect of life. Influencers have a high degree of emotional intelligence.

How’s your emotional intelligence? Ask yourself if:

- I’m curious about people I don’t know.
- I get along with most people.
- I’m good at reading facial expressions.
- I pay attention when others are speaking.
- I respect different points of view.

Influencers show a service orientation, are self confident, optimistic, and are inspirational leaders.



Emotions
can be

positive



negative



Emotions can be classified as positive or negative. Positive emotions include happiness, love, and pride; they foster a sense of energy and growth. Negative emotions include anger, sadness, and disgust; they create discomfort and can lead to negative behaviors.

A healthy repertoire of emotion regulation skills keeps people from behaving in counterproductive ways.

Influencers Who Are Emotionally Intelligent

Self
Awareness



Social
Awareness

Relationship
Management



Self
Management

Influencers who are Emotionally Intelligent show:

self-awareness - they identify what they are feeling and can name the emotion; they are able to reframe a negative event as a more positive one

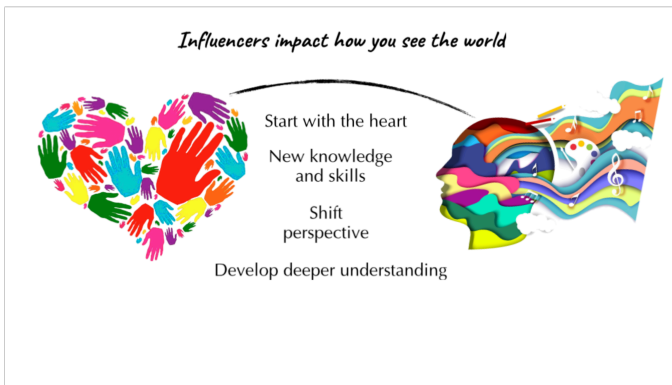
social awareness - Influencers are aware of social norms and the emotions of others. They show empathy. Our emotions need to be as educated as our intellect. It is important to know how you feel, how to respond, and how to let light in so that it can touch you. Influencers help others become more competent in emotional intelligence.

self-management - demonstrate self-control, can adapt to changing situations, and have a high desire to promote positive emotions for the greatest positive impact

Relationship management - Influencers build bonds with others; help people change how they feel about their situation; help people build new skills; encourage change; and acknowledge success

Take Aways

I want to know more about...



INFLUENCE IS ABOUT CHANGING HEARTS, **MINDS**, AND BEHAVIORS.

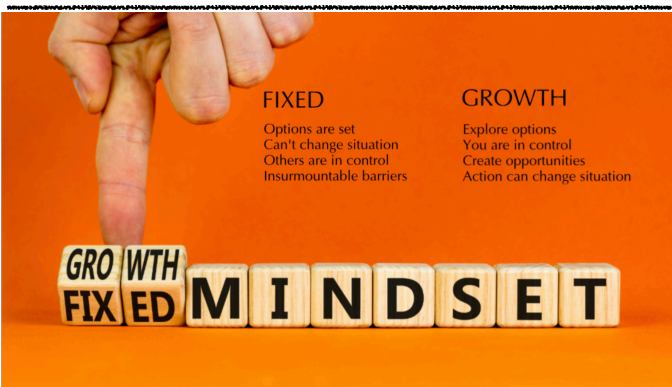
Influencers connect hearts and minds. They clarify how learning affects how we see the world. Influencers start with the heart; however, they see gaining new skills and knowledge as a way to shift perspective and develop a deeper understanding.



A mindset is a belief that orients the way we handle situations—the way we sort out what is going on and what we should do. Our mindsets help us spot opportunities, but they can also trap us in self-defeating cycles.

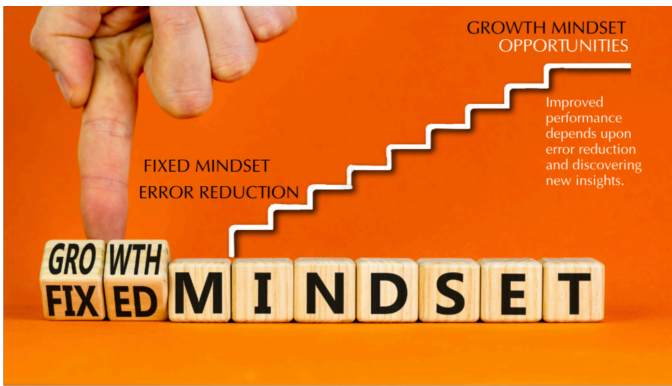
<https://www.psychologytoday.com/us/blog/seeing-what-others-dont/201605/mindsets>

<https://www.thecrimson.com/column/a-time-for-new-ideas/article/2020/5/1/gilbert-breaking-down-scarcity-mindset/>



If you have a **fixed mindset** and think that your ability and ways of seeing the world is out of your control, then a failure can be unsettling because it makes you doubt how good you are. If you have a fixed mindset then you see limited options, you can't change the situation you are in, others are in control, and you see insurmountable barriers.

In contrast, if you have a **growth mindset**, then you expect that you can improve your situation. A failure, therefore, shows you what you need to work on. A growth mindset explores options, places you in control, you create opportunities, and your actions can change the situation.



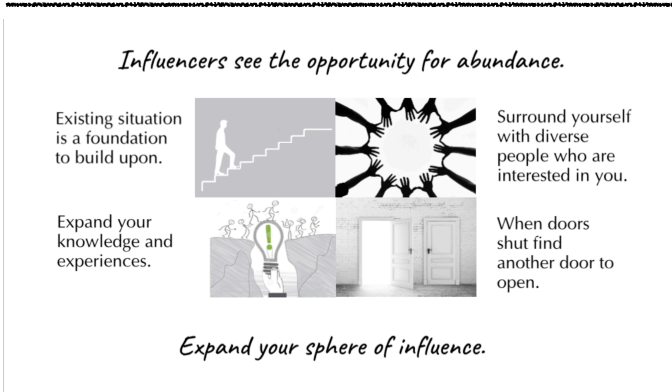
Some people concentrate on ways to reduce errors while others, in addition to worrying about errors, are also excited about creating new opportunities and chances to make discoveries. The preoccupation with errors, the belief that the only way to improve performance is by reducing errors, seems to fit the fixed mindset paradigm. The interest in discoveries, the belief that performance improvements depend both reducing errors and on making new insights, maps onto the growth mindset.



Scarcity vs abundance is another way to think about mindsets.

Some see the world as limiting, there is a scarcity of things, opportunities, and money. They see the world as having too little, thus you can run out of it or never have enough. They are always feeling behind, bills pile up, they tend to hoard things. They often say, "if only..."

Influencers see a world of abundance. They believe in infinite possibilities, actively seek out new opportunities, are grateful for what they have, build win-win situations, and are willing to learn.



Surround yourself with people who have different ideas, experiences, and who are interested in you.

They see opportunities in creating new possibilities by plussing others' ideas. Expand your skills, knowledge, and experiences to move toward an enriched future.

When doors shut find another door to open. Create opportunities and expand your network.

These strategies will expand your sphere of influence. Influencers who see a world of abundance are highly motivated change agents for themselves and expand their sphere of influence.

Influencers see the opportunity for abundance. They focus on possibilities.

Influencers are aware of existing resources and prior experiences that may be limiting; however, their mindset is to see these as a foundation for the future. They see current resources such as time, money, housing, and job, as a foundation to build upon.



Influencers connect prior experiences and knowledge with new information. They build bridges from existing mindsets to new ways of understanding and seeing. They move from a fixed mindset to a growth mindset. Their habits of mind look for abundance through creating opportunities and innovation. Influencers help others find their own intrinsic motivation to change.

Instead of preaching or prosecuting, influencers help others find their own intrinsic motivation to change. You do that by asking open-ended questions and listening carefully, and holding up a mirror so they can see their own thoughts more clearly. If they express a desire to change, you guide them toward a plan.



INFLUENCE IS ABOUT CHANGING HEARTS, MINDS, AND BEHAVIORS.

Influencers start with the heart. They know new knowledge can change perspectives. Finally, they seek to change behaviors. Behavior is how you conduct yourself. Influencer's ultimate goal is to see changes in how a person acts.



Influencers try to change how you behave in many different ways.

Influencers are action oriented. They want to see changes in behaviors.

You are constantly subjected to advertising and marketing strategies that are hoping to influence how you spend money. Will you buy more of one product than another? How is social media influencing how you spend your money?

Wellness is a growing topic of concern, how you take care of your body and how you promote public health. Health professionals and advertisers are influencing you to be more conscious of your health, and thus exercise more, and eat healthier foods.

Environmentalists are hoping to influence how you think about the planet. How do you protect the planet and ensure a safe environment to live in? Have you developed a mindset that sees a healthier planet and thus behave differently by recycling, use less energy in transportation or your home, or have become more politically active regarding climate change?

People concerned with social justice are trying to influence you in how we interact with each other, equality, empathy, and promoting the common good. Are you respectful of others, show gratitude, honest, keep promises, volunteer, advocate for others who are less fortunate or in need?

Do you have a fixed or growth mindset when it comes to how you see others?



I'm starting with the man in the mirror
 I'm asking him to change his ways
 And no message could have been any clearer
 If you wanna make the world a better place
 Take a look at yourself, and them make a change
 Song by Michael Jackson

External Influencers

Reflection is a process of obtaining valid information about your performance and the factors that influence it.

Influence Yourself

- Advocate for yourself, find your voice
- Trust yourself
- Be goal driven
- Keep promises
- Be honest
- Be kind
- Understand how you think
- Develop your talents

We often think of outside forces influencing us. However, you have the power to influence yourself. How you see your world matters. You can influence yourself by:

- Standing up for yourself, advocating for yourself
- Trusting yourself
- Being goal driven
- Keeping promises you make to yourself
- Being honest with yourself
- Being kind to yourself and others
- Understanding how you think
- Developing your talents

Reflection is a process of obtaining valid information about your performance and the factors that influence it. Reflective thinking will have a great influence on how you feel, think, and act.



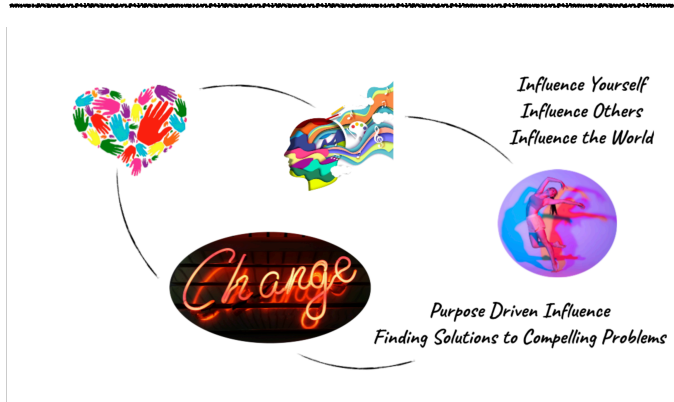
Influencers are
ACTION ORIENTED



Influencers live in the present and don't dwell on the past.

- Influencers have a vision of what the future will look like. They can describe it. They have clarity of desired change and outcomes.
- They have high energy.
- They are willing to take calculated risks.
- They are resilient, they recover from setbacks and set a new course of action.

Finding solutions to problems drives influencers to action.



Influencers can have a positive or negative impact. Influencers seek to make change.

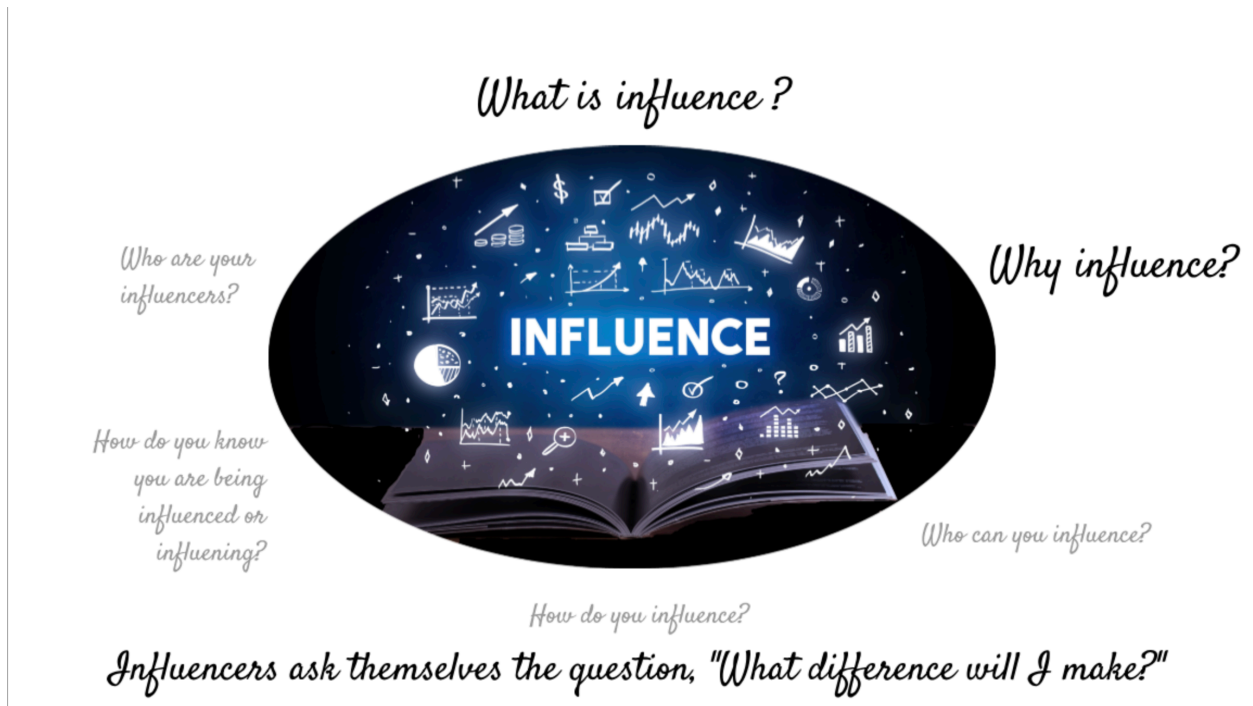
Connecting the heart, mind, and behaviors can result in change.

However, purpose matters. Positive influencers put their imagination to work toward the goals of improving the human condition and ensuring the wellness of our environment.

You can influence yourself to lead a purposeful life. Is there something you would like to change about yourself, some direction you would like to go, some point-of-view that you want to consider?

You can influence someone else. Is there some idea that you would like someone to consider, a change in behavior that would be beneficial?

You can influence the world. What compelling social or environmental problem would you really like to impact?



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You can influence the world. What compelling social or environmental problem would you really like to impact?

Why influence? To learn more check out the next video in the Influence series.

ADDITIONAL RESOURCES

The Hidden Power of Influence, Joseph Grenny (8 minute video)

<https://vimeo.com/227261131>

The Art of Influence , Joseph Grenny (41 minute video)

<https://www.youtube.com/watch?v=JHHIPNKKuXM>

Influencer, The New Science of Leading Change, Joseph Grenny, McGraw Hill, 2013.

Mindsets: What They Are and Why They Matter, Psychology Today, 2016.

<https://www.psychologytoday.com/us/blog/seeing-what-others-dont/201605/mindsets>

Growth Mindset: What Is a Growth Mindset?, Psychology Today.

<https://www.psychologytoday.com/us/basics/growth-mindset>

Breaking Down the Scarcity Mindset, The Harvard Crimson, 2020.

<https://www.thecrimson.com/column/a-time-for-new-ideas/article/2020/5/1/gilbert-breaking-down-scarcity-mindset/>

Essential Questions to Ask Your Future Self, TED.

https://www.ted.com/talks/meg_jay_essential_questions_to_ask_your_future_self

Living miDream, (p. 96-108).

http://www.livingmidream.net/resources/Documents/living_midream_book_5x8_final_master_8_18_18.pdf

Talent Development, (p. 56-72).

http://www.livingmidream.net/resources/Documents/TALENT-DEVELOPMENT-PLAN-2022-FINAL_INTERACTIVE.pdf

Talent Development, (p. 42-47)

http://www.livingmidream.net/resources/Documents/TALENT-DEVELOPMENT-PLAN-2022-FINAL_INTERACTIVE.pdf

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