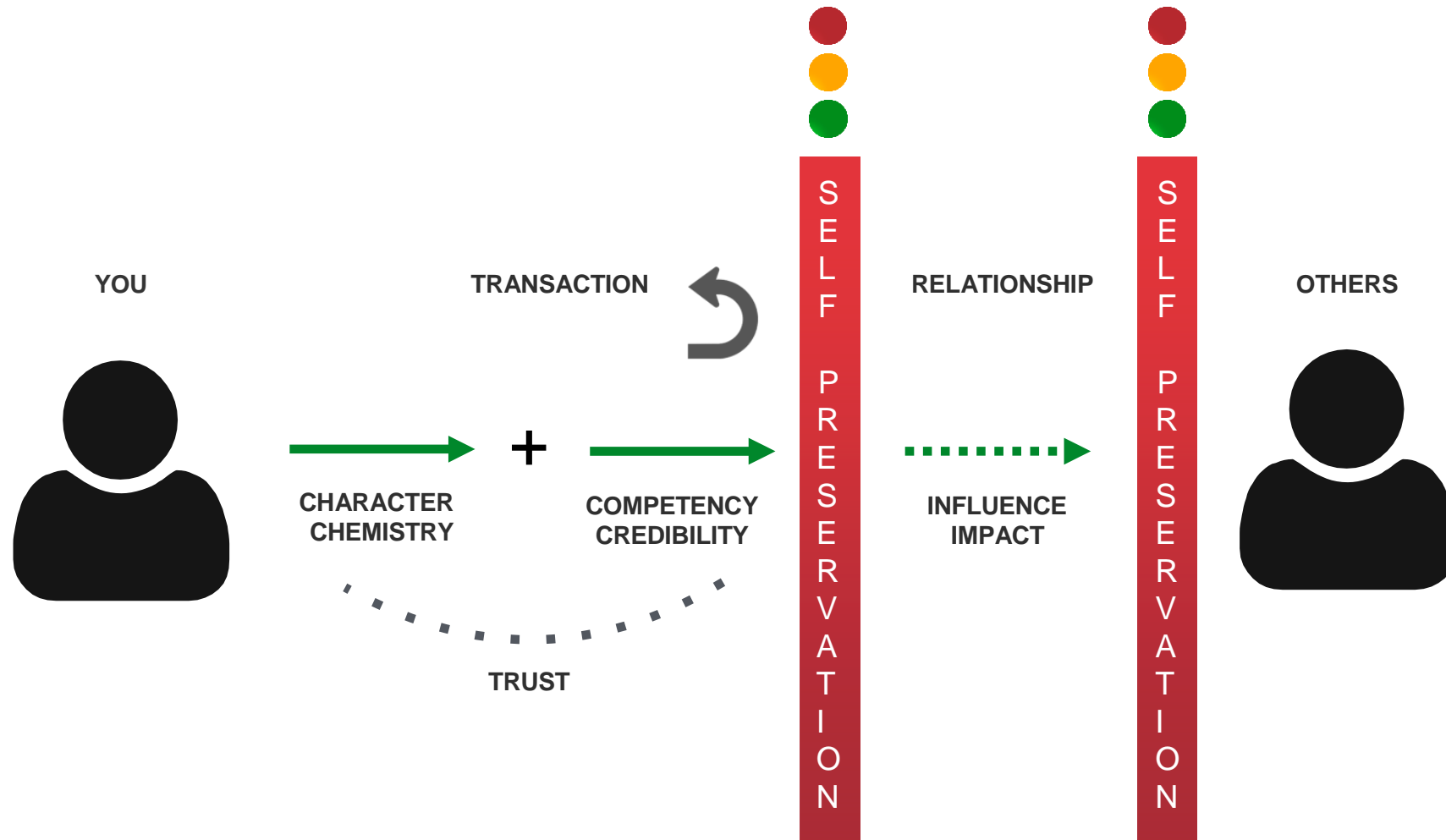


# THE INFLUENCE MODEL

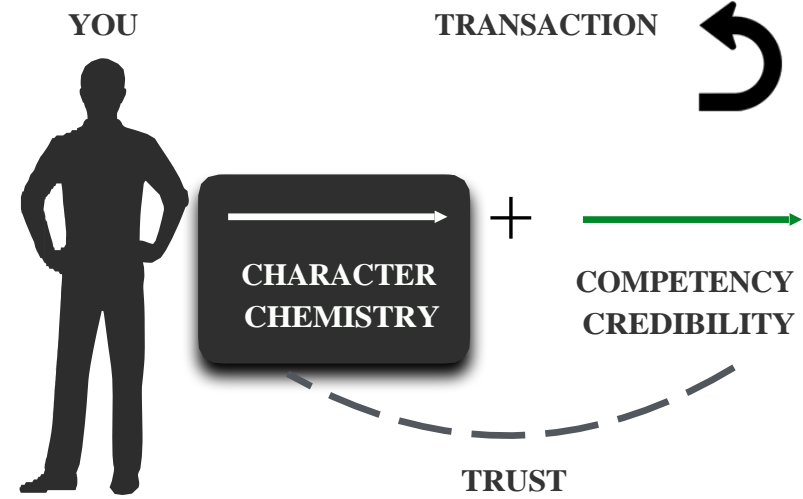


# Filters / What are people really asking?

- CHARACTER - Do I trust you? Are you a person of integrity?
- CHEMISTRY - Do I like you? Do I connect with you? Do I enjoy spending time with you?
- COMPETENCY - Are you competent? Are you confident in the way you communicate your competence? Do you have a proven track record of success?
- CREDIBILITY - Are you able to take your competence, understand the complexity of my reality and design a tailor-made solution that helps me achieve my goals?

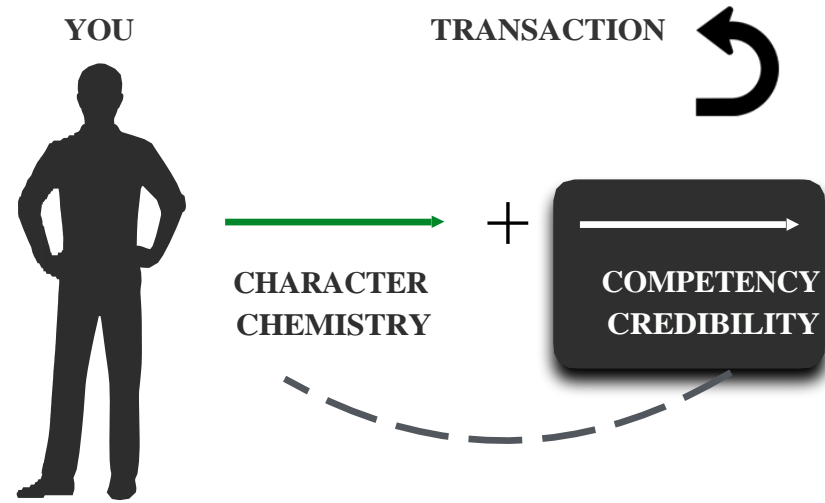
# WHAT COMES MOST NATURALLY?

Feelers



# WHAT COMES MOST NATURALLY?

Thinkers



## NOTES

**"In the new world, Leadership is about Influence, not positional power. Even our private relationships and friendships require influence from each other to remain healthy and vibrant. Learning how to build healthy, effective influence with the people in your life is key not only to their growth, but to your success as a leader, as a friend, as a parent, and even as a sibling. It starts with Building Trust. "The Influence Model" tool equips you to become more intentional with how you build relationships. It's**

**important to remember, however, that building influence intentionally is not about you and it's not about manipulation. It is about understanding how you impact others, choosing to be "For Them", not against them or for yourself, and taking intentional steps to fight for their highest possible good. Whether they know it or not, people are always looking for 4 things when deciding whether to grant their trust to you, Character, Chemistry, Competence, and Credibility. Without these, effective relationships cannot happen. But when you do fulfill these things, there is a deeper opportunity for relationships and impact if both parties are willing to lower their walls of self-preservation. So take this tool to heart, be "for others", and discover how you can be intentional to build strong, productive, and lasting relationships in every area of your life."**