



12 **WAYS TO** **INCREASE YOUR** **INFLUENCE AT** **WORK**

in·flu·ence

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noun

“the capacity to have an effect on the character, development, or behavior of someone or something, or the effect itself”

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In business today, influence is power. But increasing your level of influence in the workplace requires some careful groundwork...



1

DETERMINE WHAT YOU
ARE ***TRYING TO ACHIEVE.***

**WHAT ARE YOUR GOALS?
WHERE DO YOU WANT TO
BE IN 5 YEARS TIME?
HOW ARE YOU GOING TO
GET THERE?**



WHAT ARE YOUR GOALS? WHERE DO YOU WANT TO BE IN 5 YEARS TIME? HOW ARE YOU GOING TO GET THERE?



Understanding where **you are at present**, and where you **want to be in the future**, will help you focus your energy in the right places.





2

KNOW YOUR
WORTH.



**THERE IS AN
INHERENT LEVEL OF
INFLUENCE THAT
COMES WITH YOUR
ROLE OR JOB TITLE...**



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But instead of seeing this as your
influence boundary, see it as your
influence starting point.



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BE CONFIDENT IN WHAT YOU HAVE TO OFFER

Your knowledge, experience & passion can (and should) be used to your advantage.



3

IT'S A MATTER
OF ***TRUST.***

**INFLUENCE AND
TRUST GO HAND
IN HAND.**



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If people do not trust your word or your abilities, you'll be hard pressed to gain any influence over them.



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HOW DO YOU CULTIVATE TRUST?

By being open & honest at all times.





4

CONSISTENCY

IS KEY.



**IF YOU EXECUTE TASKS
ACCURATELY, ON TIME,
EVERY TIME...**



IF YOU EXECUTE TASKS ACCURATELY, ON TIME, EVERY TIME...

People will see you as someone they can rely on.



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The same goes for how you interact with people. If you consistently display good leadership qualities, your influence will increase.



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ALWAYS REMEMBER:

Actions speak louder than words. So if you say you're going to do something, be sure to deliver.

A black and white photograph of a woman with long hair, seen in profile, looking out of a window at night. The background is filled with out-of-focus city lights, creating a bokeh effect. Several bright pink rectangular shapes are overlaid on the image: one in the top left, one in the middle left, and a larger one in the bottom right corner.

5

STICK TO
YOUR ***VALUES.***

A black and white photograph of a man in a suit and bow tie, standing with his arms crossed. The image is partially covered by a large, semi-transparent pink overlay on the left side. The text is written in white, bold, uppercase letters over the pink area.

**HAVING INTEGRITY AND
STICKING TO YOUR MORAL
VALUES WILL SPEAK TO YOUR
STRENGTH OF CHARACTER.**



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INFLUENCERS DON'T BUCKLE UNDER PRESSURE.

✓ They do the right thing – **always.**



6

LEARN FROM
THE BEST.

A black and white photograph of a man sitting on a stone wall, looking out over a mountain landscape. A large pink diagonal overlay covers the right side of the image, containing the text.

IDENTIFY & OBSERVE

the top influencers in your organisation.



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EVEN BETTER:



Build relationships with these influencers & use them as your **mentors**.



7

SHOW YOUR
APPRECIATION.



**NOBODY EVER
GOT TO THE TOP
WITHOUT A LITTLE
HELP ALONG
THE WAY.**



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SHOW GRATITUDE AND APPRECIATION.



Especially to those who have supported you.
Because being a credit “hog” is the quickest
way to lose that support again.



8

GET

PERSONAL.



IT'S SIMPLE: INFLUENCERS NEED PEOPLE.



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REACH OUT



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CONNECT



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LISTEN



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HAVE EMPATHY



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OFFER YOUR SUPPORT



9

DON'T JUST
STAND THERE.

**YOU CAN'T JUST
WAIT AROUND,**

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expecting your influence to be acknowledged
through some form of cosmic or karmic power.

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You have to be proactive about it.

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NEVER STOP LEARNING


A black and white photograph of a woman sitting on a bed, using a laptop. She is wearing a white shirt, a necklace, and a watch. The background is slightly blurred, showing a desk with a phone and some papers. The image is decorated with several magenta rectangular shapes of different sizes and orientations. A large magenta circle containing the number '10' is positioned in the center of the image.

10

FOCUS ON
SOLUTIONS.


A black and white photograph of two women in an office, looking at computer monitors. The image is partially covered by a large magenta triangle on the right side, which contains white text. The woman in the foreground is on the left, and the woman behind her is on the right. They are both looking towards the right, at the computer screens. The office environment is visible in the background, with multiple monitors and desks.

**IF THERE'S A
PROBLEM TO BE
SOLVED, DON'T WASTE
ANY ENERGY TRYING
TO PLACE BLAME...**



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Your focus should be on one thing,
and one thing only:

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Your focus should be on one thing,
and one thing only:

A SOLUTION



You want to be seen as someone who
can help the group **move forward**, not
someone who holds the group back.



11

OWN YOUR
ACTIONS.

A black and white photograph of a business meeting. A person in a striped shirt is holding a tablet displaying a dashboard with a pie chart and bar graphs. Another person in a striped shirt is pointing at the screen. A third person wearing glasses is partially visible in the top right corner. A large magenta diagonal overlay covers the middle of the image, containing white text.

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INFLUENCERS ARE ABLE TO LEARN FROM THEIR MISTAKES



They don't wallow in self-pity, they come back fighting. Being able to motivate yourself in this way, also motivates those around you.

A black and white photograph of a smiling man in a suit and tie, positioned in the foreground. Behind him, several other people are visible but out of focus. The image is decorated with magenta geometric shapes: a large rectangle in the top left, a horizontal bar on the left, and several shapes in the bottom right corner.

12

CONSIDER THE DIFFERENT

INFLUENCING STYLES.

**DO YOU RATIONALISE,
ASSERT, NEGOTIATE,
INSPIRE OR BRIDGE?**



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NEGOTIATING: Looking for compromise.



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INSPIRING: Providing encouragement.



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INSPIRING: Providing encouragement.

BRIDGING: Attempting to unite people.



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BRIDGING: Attempting to unite people.

Understanding your own style, as well as that of those around you, will help you identify which **actions will be most effective**.





**AS A FINAL
THOUGHT...**





AS A FINAL THOUGHT...

“Leadership is not about a title or a designation. It's about impact, influence and inspiration. Impact involves getting results, influence is about spreading the passion you have for your work, and you have to inspire teammates and customers.”

– Robin S. Sharma

writer, speaker and leadership expert

A black and white photograph of the University of Cape Town campus, featuring a large classical building with a portico and a stone wall in the foreground. In the background, the rugged, rocky peaks of Table Mountain rise against a clear sky. A semi-transparent magenta banner is overlaid across the middle of the image, containing text.

Empower yourself with a world-class education
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getsmarter.co.za



Ready to influence your career?

getsmarter.co.za