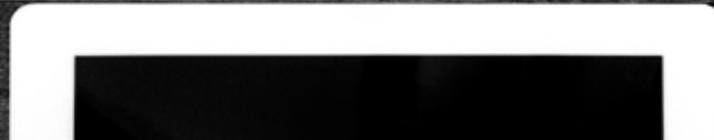




12 WAYS TO INCREASE YOUR INFLUENCE AT WORK



in·flu·ence

in·flu·ence

noun

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

in·flu·ence

noun

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

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.

A desk setup featuring a tablet, a cup of coffee, and a pen. The scene is overlaid with a large pink triangular graphic on the right side. The text is written in white, bold, uppercase letters on the pink background.

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

A grayscale photograph of a desk with a tablet, a cup of coffee, and a pen. A large pink triangle is overlaid on the right side of the image.

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



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



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

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.**



3

INFLUENCE AND TRUST GO HAND IN HAND.



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.



5

STICK TO
YOUR ***VALUES.***



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



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

INFLUENCERS DON'T BUCKLE UNDER PRESSURE.

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

5



6

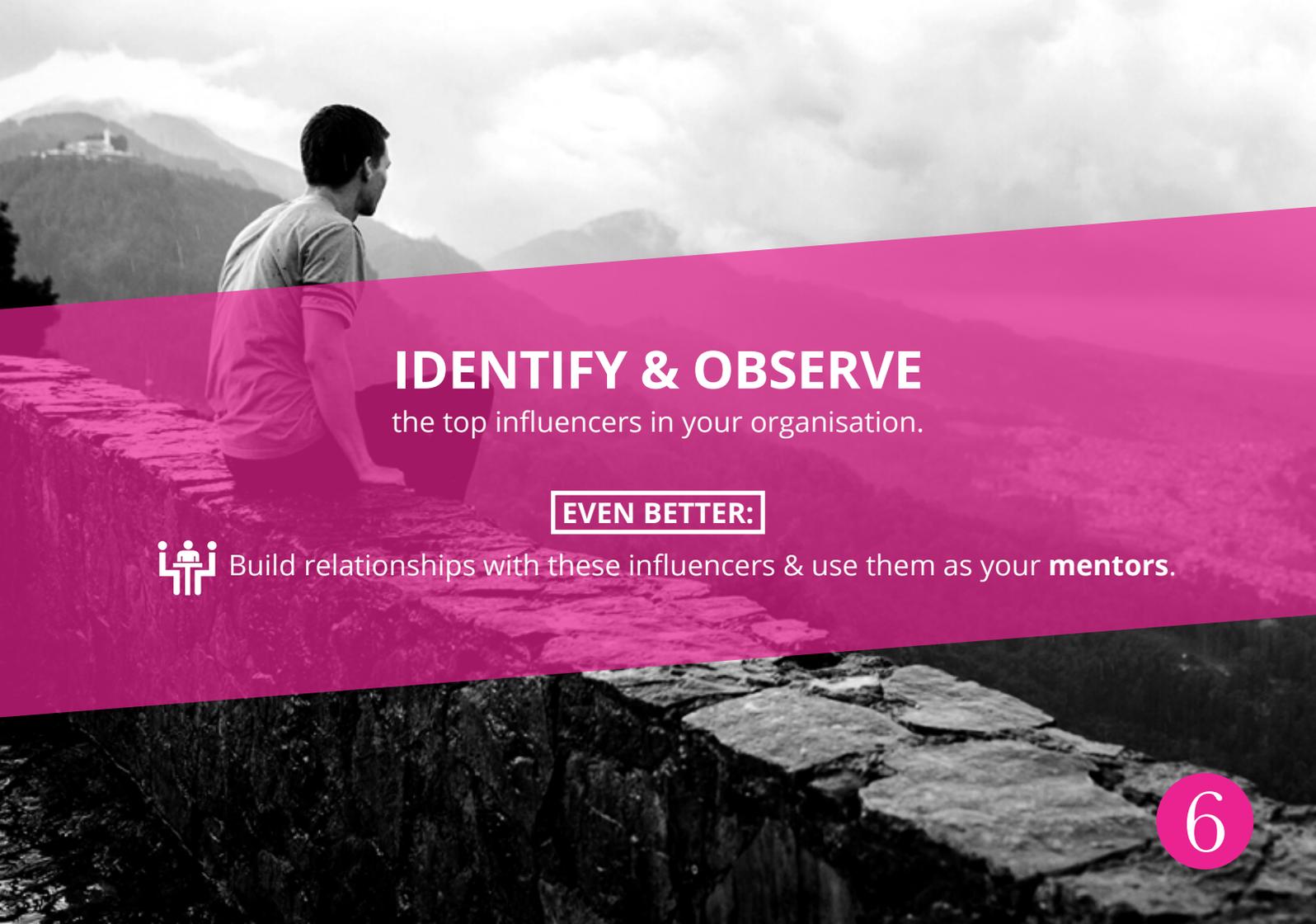
LEARN FROM

THE BEST.

A man in a light-colored t-shirt is sitting on a stone wall, looking out over a vast mountain valley. The scene is partially obscured by a large, semi-transparent pink graphic that covers the middle and right portions of the image. The background shows rolling hills and mountains under a cloudy sky.

IDENTIFY & OBSERVE

the top influencers in your organisation.



IDENTIFY & OBSERVE

the top influencers in your organisation.

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.**



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

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.



IT'S SIMPLE: INFLUENCERS NEED PEOPLE.

Relationship building is crucial.



IT'S SIMPLE: INFLUENCERS NEED PEOPLE.

Relationship building is crucial.

REACH OUT



IT'S SIMPLE: INFLUENCERS NEED PEOPLE.

Relationship building is crucial.

REACH OUT

CONNECT



IT'S SIMPLE: INFLUENCERS NEED PEOPLE.

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REACH OUT

CONNECT

LISTEN



IT'S SIMPLE: INFLUENCERS NEED PEOPLE.

Relationship building is crucial.

REACH OUT

CONNECT

LISTEN

HAVE EMPATHY



IT'S SIMPLE: INFLUENCERS NEED PEOPLE.

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REACH OUT

CONNECT

LISTEN

HAVE EMPATHY

OFFER YOUR SUPPORT



9

DON'T JUST
STAND THERE.

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

YOU CAN'T JUST WAIT AROUND,



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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MEET NEW PEOPLE

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TRY NEW THINGS

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MEET NEW PEOPLE

TRY NEW THINGS

NEVER STOP LEARNING

A black and white photograph of a woman sitting on a bed, using a laptop. She is wearing a white shirt and a watch. The image is overlaid with a large number '10' in a pink circle and the text 'FOCUS ON SOLUTIONS.' in white on black bars. There are also several pink rectangular shapes scattered around the image.

10

FOCUS ON

SOLUTIONS.

A black and white photograph of two women in an office setting, viewed from the side. They are looking at a computer monitor. The image is partially overlaid with a large, semi-transparent pink shape on the right side. The text is overlaid on this pink area.

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

A black and white photograph of two women in an office setting, looking at a computer monitor. The image is partially obscured by a large, semi-transparent pink triangle on the right side. The text is overlaid on this pink area.

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

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

A black and white photograph of two women in a meeting room, looking at a computer screen. The image is partially obscured by a large pink triangular graphic on the right side.

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

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.

A black and white photograph of two men in business attire sitting at a table, looking at a tablet. The man on the right is smiling and gesturing with his hand. The man on the left is wearing glasses and holding a pen. On the table are a glass of water, a laptop, and some papers. The background is a bright window. There are several pink decorative bars of varying sizes and colors (magenta, pink) overlaid on the image: a large magenta bar at the top left, a smaller pink bar below it, a magenta bar to the right of the number 11, a large pink bar at the bottom right, and a magenta bar at the bottom right corner.

11

OWN YOUR
ACTIONS.

A black and white photograph of a business meeting. In the foreground, a person's hands hold a tablet displaying various data visualizations, including a pie chart, a bar chart, and a table. The background shows other people in business attire, one of whom is wearing glasses. A large, semi-transparent pink overlay covers the middle of the image, containing white text. The overall scene suggests a collaborative work environment focused on data analysis.

ONE OF THE GREATEST TRAITS OF ANY INFLUENCER IS THE ABILITY TO TAKE RESPONSIBILITY FOR THEIR ACTIONS.



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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.



12

CONSIDER THE DIFFERENT

INFLUENCING STYLES.

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



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Research has shown that there are **5 major influencing styles:**



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RATIONALISING: Using logic, facts & reasoning.



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ASSERTING: Relying on laws, rules & authority.



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INSPIRING: Providing encouragement.

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. In the foreground, a large stone wall with a central arched entrance and two wide staircases leading up to a central building with a portico. The background features the iconic Table Mountain range under a clear sky. A semi-transparent magenta banner is overlaid across the middle of the image.

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