

INFLUENCE UPGRADE GUIDE

The Influence Advantage

Lead with Credibility

Build trust through competence and consistency. Do what you say you'll do, and people will follow.

Listen to Understand

Influence grows when people feel heard. Ask better questions, then truly listen to the answers.

Connect Before You Direct

Show empathy and create psychological safety before giving direction or feedback. Connection fuels influence.

Simplify Your Message

Clarity beats complexity. Break ideas down so they're memorable, repeatable, and actionable.

Model the Behaviour You Want

Walk the talk. Your actions set the tone far louder than your words.

Empower, Don't Control

Give ownership, autonomy, and trust. Influence thrives when others feel capable and valued.

Adapt Your Style

Flex to your audience. Tailor your communication to resonate with different personalities and perspectives.

Stay Calm Under Pressure

Influence is strongest when you bring stability. Your composure builds confidence in others.

Inspire with Purpose

People follow vision, not instructions. Connect daily tasks to the bigger "why" to spark commitment.





