

INFLUENCE UPGRADE GUIDE

The Influence Advantage

1 Lead with Credibility

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

2 Listen to Understand

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

3 Connect Before You Direct

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

4 Simplify Your Message

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

5 Model the Behaviour You Want

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

6 Empower, Don't Control

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

7 Adapt Your Style

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

8 Stay Calm Under Pressure

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

9 Inspire with Purpose

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

