



Federal
Managers
Association

INFLUENCE IN A CHANGING WORKFORCE





Speaker

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- TEDx 2023 Editor's Pick, "Why mentorship needs a rebrand for Gen Z"
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Presentation Overview

Influence in a Changing Workforce

- **The Changing Workforce & The Need for Influence**
- **The 3 Pillars of Influence**
- **The 5 C's of Influence for Managers**
- **Key Takeaways**



Changing Workforce & Need for Influence

Leadership Has Shifted from Authority to Influence

- Traditional management relied on **hierarchical control**—leaders gave orders, employees followed.
- Modern workplaces thrive on **collaboration, trust, and autonomy**—employees expect to be heard, not just directed.

“The key to successful leadership today is influence, not authority.”

Ken Blanchard

Author of “The One Minute Manager”



Changing Workforce & Need for Influence

The Impact of Generational Shifts on Leadership

- **Gen Z & Millennials** now make up most of the workforce. They value **mentorship, purpose-driven work, and flexibility** over rigid authority.
- **Gen X & Boomers** still hold many leadership roles but are adapting to a workplace that **values engagement over directives.**

“People don’t buy what you do; they buy why you do it.”

Simon Sinek

Author of “Start with Why”



Changing Workforce & Need for Influence

Remote Work Demands New Leadership Skills

- Influence in a digital world is about **effective communication, relationship-building, and leading by example.**
- **Command-and-control leadership does not work in a flexible work environment**—employees expect **autonomy, trust, and empowerment.**

“You do not lead by hitting people over the head—that’s assault, not leadership.”

Dwight Eisenhower

34th United States President



Changing Workforce & Need for Influence

Influence is the New Competitive Advantage for Managers

- Leaders who **rely only on authority struggle** to inspire and engage their teams.
- New managers often **lack formal authority**, so influence becomes their most powerful tool.
- Influence allows managers to **align teams, create buy-in, and lead without resistance.**

“Leadership is about making others better as a result of your presence and making sure that impact lasts in your absence.”

Sheryl Sandberg

Former COO of Facebook/Meta



The 3 Pillars of Influence

Credibility



**The
Trust Factor**

Connection



**Leading
Through Relationships**

Communication



**The Power of
Clarity & Storytelling**

The 3 Pillars of Influence

Credibility – The Trust Factor

- **Credibility is the foundation of influence.**
If people don't trust you, they won't follow you.
- It's **not about your title**—it's about how consistently you **deliver on your promises**.
- Ways to build credibility as a new manager:
 - **Be competent** – Know your stuff, or be willing to learn.
 - **Be honest** – Admit when you don't know something.
 - **Be accountable** – Own mistakes and set the example.



Example:

A new manager earns respect not by asserting power but by listening, learning, and showing reliability.

The 3 Pillars of Influence

Connection – Leading Relationships

- Influence is about **relationships, not rules**. If you can't connect with people, you can't influence them.
- The best leaders **understand what motivates** their teams on an individual level.
- How to build connection:
 - **Listen actively** – Seek to understand before being understood.
 - **Empathize** – Recognize individual challenges and aspirations.
 - **Be present** – Engage with your team beyond just tasks and deadlines.



Example:

A manager who invests time in one-on-one conversations builds loyalty and a stronger team culture.

The 3 Pillars of Influence

Communication – Power of Clarity

- Influence doesn't come from what you say, but **how clearly others understand and connect with it.**
- Leaders must **translate vision into action** through effective communication.
- Key elements of influential communication:
 - **Clarity** – Be concise. Avoid jargon.
 - **Storytelling** – Stories engage, inspire, and make ideas memorable.
 - **Feedback & Adaptability** – Communication is a two-way street; listen and adjust.

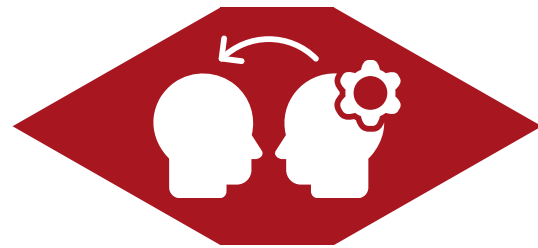


Example:

A manager who explains a new policy with a relatable story gets more buy-in than one who simply issues an order.

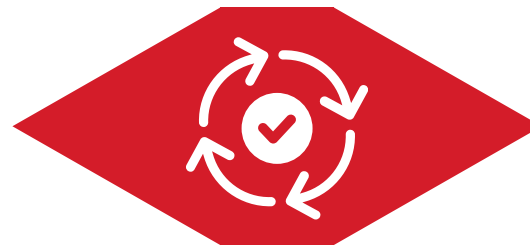
The 5 C's of Influence

Clarity



**Set the Vision
& Expectations**

Consistency



**Build Trust
& Reliability**

Compassion



**Lead
with Empathy**

Collaboration



**Engage &
Empower the Team**

Coaching

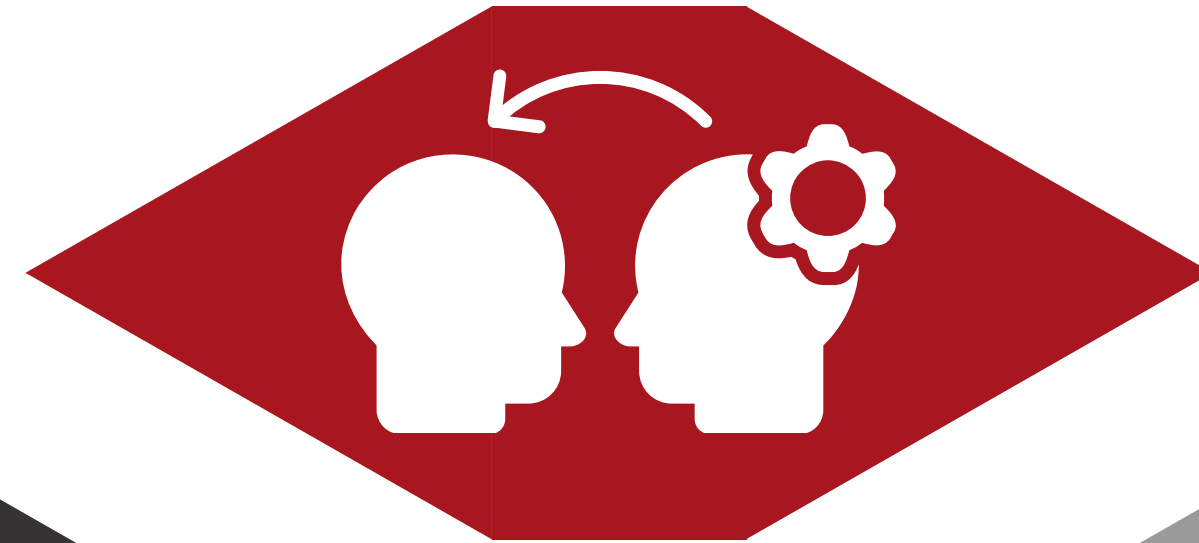


**Develop &
Elevate Others**

The 5 C's of Influence

Clarity – Set the Vision & Expectations

- People follow leaders who provide a **clear direction**.
- New managers must ensure their teams understand **goals, priorities, and expectations**.
- How to establish clarity:
 - Clearly define team objectives and individual roles.
 - Eliminate confusion by simplifying processes and decisions.
 - Use **frequent, open communication** to reinforce key messages.



Example:

A manager who explains why a project matters (instead of just assigning tasks) builds alignment and engagement.

The 5 C's of Influence

Consistency – Build Trust & Reliability

- Influence requires people to **believe in you and your leadership style**.
- If managers are unpredictable or inconsistent, they **lose credibility**.
- How to demonstrate consistency:
 - **Keep promises**—if you say you'll do something, follow through.
 - Model the behavior you expect from your team.
 - **Ensure fairness**—treat everyone by the same standards.



Example:

A leader who enforces deadlines for employees but constantly misses their own destroys trust and influence.

The 5 C's of Influence

Compassion – Lead with Empathy

- Influence isn't about control—it's about **understanding and supporting people**.
- Employees perform better when they feel **valued and heard**.
- Ways to show compassion:
 - Take time to understand individual team members' challenges.
 - **Be flexible when possible**—balance accountability with understanding.
 - Provide emotional support and recognition, not just performance feedback.



Example:

A manager who checks in on an employee struggling with burnout (instead of just demanding results) builds loyalty and motivation.

The 5 C's of Influence

Collaboration – Engage & Empower the Team

- **Influence isn't about having all the answers**—it's about bringing people together to solve problems.
- Employees are more engaged when they **feel like they have a voice** in decision-making.
- How to foster collaboration:
 - Encourage open dialogue—invite ideas and feedback.
 - Empower **employees to take ownership** of their work.
 - **Break down silos** by promoting cross-functional teamwork.



Example:

A manager who includes their team in strategy discussions gains more buy-in and creative solutions than one who just dictates decisions.

The 5 C's of Influence

Coaching – Develop & Elevate Others

- The best leaders **don't just direct—they develop their teams.**
- Coaching creates long-term success by building **skills, confidence, and independence** in employees.
- How to be an effective coach:
 - Provide **regular, constructive feedback**—not just during performance reviews.
 - Encourage employees to develop new skills and take on challenges.
 - Act as a mentor, guiding team members toward their career goals.



Example:

A leader who guides an employee through problem-solving instead of just fixing issues for them builds a more capable, self-sufficient team.

Presentation Summary

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What is one influence technique you will implement next week?





**THANK
YOU**

