

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.

Connection



Leading Through 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 a 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.

Communication



The 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.