

BECOMING A PERSON OF influence



MAXWELL
LEADERSHIP
CERTIFIED TEAM



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i² Eye Squared
influencing leaders, impacting employees

A photograph of the Stanford University campus, featuring the iconic red-roofed tower and the main building. The scene is overlaid with a semi-transparent dark grey filter. The text "What creates success?" is centered in white, with "success?" highlighted in a yellow box.

What creates success?

Friction	Friction &/or Slippage
1. Present(s) a Problem	
2. Potential Problem	
3. No Apparent Problem	



Product/Process Knowledge

People Knowledge

15%

85%



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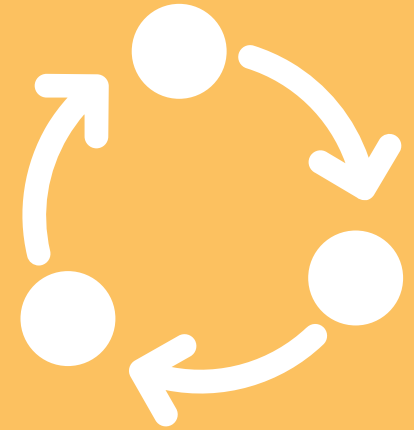
Position



Knowledge



Management



Leadership Myths

Leadership is

influence:

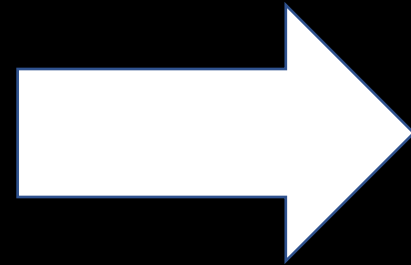
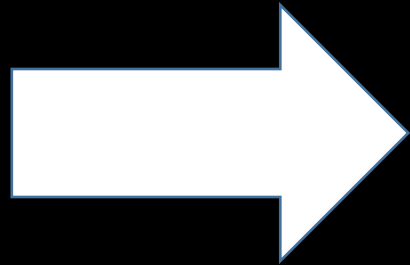
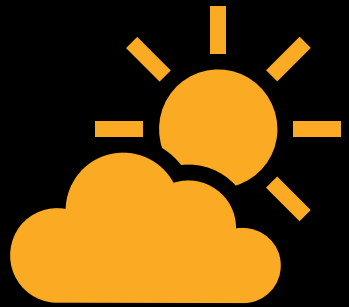
nothing more, nothing less

Stop Asking DUMB Questions



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Degrees of CONNECTION



Superficial

Business

Personal

Smart Questions

1. What do you dream about, sing about, and cry about?
2. If you could do the weekend over, what would you do differently?
3. What is the best thing about your job?
4. If you had all the time in the world, what would you be doing?
5. What gets you out of bed in the morning?
6. Why do you keep coming to work?
7. What's your story?
8. What do you buy more of than anyone else?
9. What topic could you give a 20-minute presentation on with little preparation?
10. What is your pet peeve?

Components of Influence



Give a CRAP


Influence Tools

#1 Stop Asking DUMB Questions

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79% of people who leave
say that they don't feel
appreciated; that they
don't belong!



Celebration
Recognition
Appreciation
Praise



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65% surveyed say they've
received no appreciation
in last 12 months

How to Give a CRAP

Believe it

Personalize it

Schedule it



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The 5 Languages of Appreciation

Language	Words of Affirmation	Quality Time	Acts of Service	Tangible Gifts	Appropriate Physical Touch
Definition	Using words to communicate a positive message to someone.	Giving a person your focused time.	Assisting in getting a task done.	A thoughtful item that you give.	Human to human touch.
Example	<p>“I really admire your optimism.”</p> <p>“Thanks for working so hard on this.”</p>	Go to lunch together, take a walking break, do something outside of work, check in with during work.	Stay after hours to help, offer to do part of someone’s work, purchase/reorganize something to make one’s work more efficient.	Chocolate, favorite coffee, a small interest-related gift.	A high five, fist bump, slap on the back, or a handshake.

How to Give a CRAP

Believe it

Personalize it

Schedule it

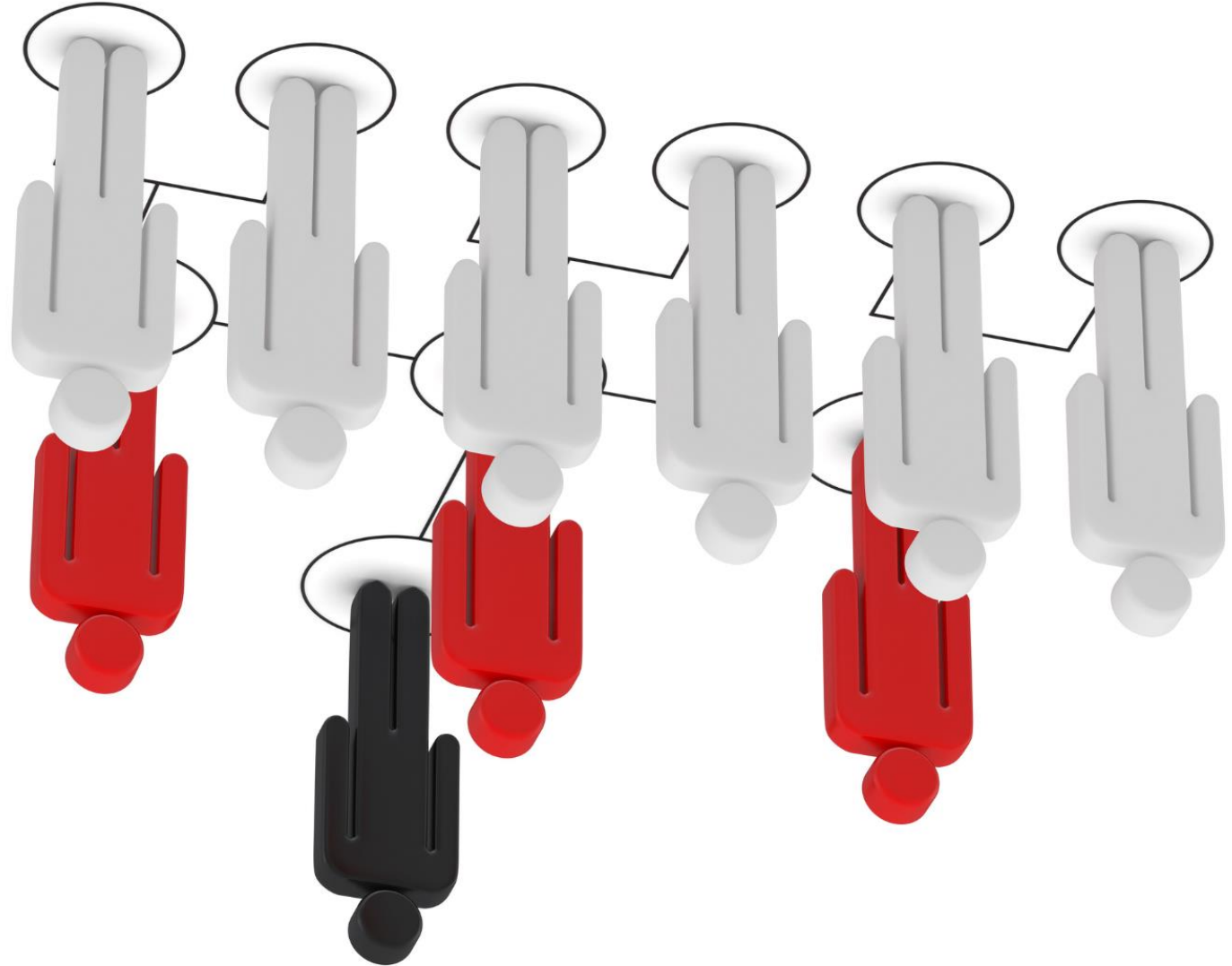


Discover their Genius

Influence Tools

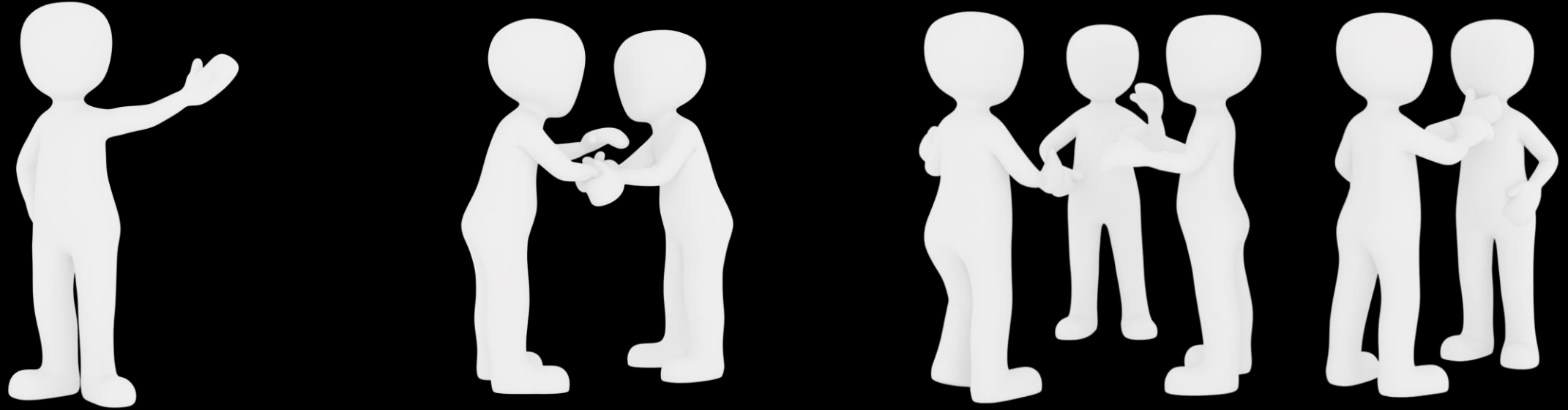
- #1 Stop Asking DUMB Questions
- #2 Give a CRAP

Traditional leadership is vertical




Influential leadership is

horizontal



School Report Card

Subject	Grade	Mark
Mathematics	A	10
Fitness	B+	8.5
History	A-	9
Art	B	7.5
English	C	6

A man with a beard, wearing a dark sweater and blue jeans, is sitting on a brown leather sofa. He is looking upwards and to the right, with his right hand resting against his face in a thoughtful or contemplative pose. The background is a dark, textured wall.

When you focus on your
weaknesses, the best you can
expect is **average**

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There is **no limit** when you focus
on your strengths

ENGAGEMENT RESEARCH

Condition	Engaged	Disengaged
No Attention	1	20
Focus on weaknesses	2	1
Focus on geniuses (strengths)	60	1

Dare to Act

Influence Tools

- #1 Stop Asking DUMB Questions
- #2 Give a CRAP
- #3 Discover their Genius



Moments of Impact

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If you have an impulse to act on a goal, you must physically move within **5 seconds** or your brain will kill the idea.

-Mel Robins





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Thank you!



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