



**POWER OF INFLUENCE**

LEADERSHIP SEMINAR  
BY DON RAILEY

[WWW.DONRAILEY.COM](http://WWW.DONRAILEY.COM)

[don@donrailey.com](mailto:don@donrailey.com)

470.428.1425

# The Power of Influence

The Societal Mountains We Face....



In order to “turn” a mountain, all that is needed is 3-5% at the top levels of that organization.

The true measure of leadership is influence; nothing more, nothing less.

The Goals of this seminar:

1. Help you better understand influence.
2. Help you increase your influence with others.

Methods of Influence (from worst to best)

1. Force - there is not choice in the decision
2. Intimidation - “my way or the highway”
3. Manipulation - there’s a winner and a loser

4. Positional - we follow because we have to
5. Exchange - we both win something
6. Persuasion - we follow because we want to
7. Respect - we follow because of the request and respect of the influencer

Remember the position doesn't make the leader. The leader makes the position.

At the foundation of all Influence (leadership) is Integrity.

Trust only come from integrity. Without trust you can't influence or lead.

I call this your IQ - not your intelligence but your Integrity Factor.

"In order to be a leader a man must have followers. And to have followers, a man must have their confidence. Hence the supreme quality for a leader is unquestionable integrity. Without it, no real success is possible, no matter whether it is on a sections gang, a football field, in an army, or in an office. If a man's associates find him guilty of phoniness, if they find that he lacks forthright integrity, he will fail. His teachings and actions must square with each other. The first great need, therefore, is integrity and high purpose."



**--Dwight D. Eisenhower**

In a survey of 1300 Executives, conducted at the UCLA Graduate School of Management, they were asked, "What quality do you desire most in your team members?"

71 % said Integrity.

Scandals abound in our society today, in almost every sphere of influence (on every mountaintop). There is even an award-winning TV series entitled, "Scandal". We see this among the entertainment and sport "stars" - caught on drugs or affairs - financial CEOs making off with other people's money, etc.

## These things we do know:

1. Integrity is NOT determined by your circumstances.

(Franklin D. Roosevelt was struck with polio at age 39, and still served as President of the US. Oprah lost a baby at age 14. Ben Franklin dropped out of school at age 10. Jim Carrey was at one time homeless. Albert Einstein didn't speak until age 4)

2. Integrity is NOT based on your credentials.

3. Integrity is NOT the same as your reputation.

**William Hersey Davis** said, *"Reputation is what men say about you on your tombstone; Character is what the angels say about you before the throne of God."*

**Abraham Lincoln** said, *"When I lay down the reins of this administration, I want to have one friend left. And that friend is inside myself."*

**Jayce O'Neal** said, *"Great men and women are not extraordinary people who do extraordinary things. They are ordinary people who do ordinary things with integrity."*



**"KEEP CALM AND HAVE INTEGRITY"**

We've talked about IQ (Integrity Factor) which is foundational. Now let's talk about EQ - your Emotional Intelligence.

How well do you know and control your emotions?

Can you read and influence the emotions of others in your sphere of influence?

## There are 5 Basic Emotions:

1. Happiness
2. Sadness
3. Anger
4. Shame and Rejection
5. Fear

Your next promotion or new job may well depend on how well you do with your EQ.

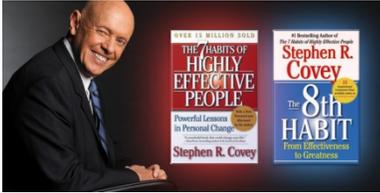
\_\_\_\_\_ **34** \_\_\_\_\_ % of hiring managers are placing great emphasis on emotional intelligence when hiring

\_\_\_\_\_ **71** \_\_\_\_\_ % value emotional intelligence in an employee more than IQ (intelligence)

\_\_\_\_\_ **59** \_\_\_\_\_ % of employers would NOT hire someone who has low EQ

## 10 Indicators of Low EQ:

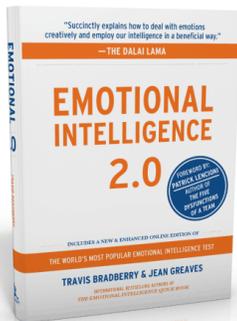
1. You get stressed \_\_\_\_\_ easily
2. You have difficulty asserting yourself without being either docile or being aggressive
3. You have limited emotional \_\_\_\_\_ vocabulary
4. You make assumptions \_\_\_\_\_ quickly and defend them vehemently
5. You hold grudges \_\_\_\_\_ and are always ready to fight for them
6. You don't let go of mistakes \_\_\_\_\_
7. You often feel misunderstood \_\_\_\_\_
8. You don't know your emotional "triggers" \_\_\_\_\_
9. You don't get angry in an appropriate manner
10. You are easily offended \_\_\_\_\_



**Dr. Stephen Covey** said, *“Research shows convincingly that EQ is more important than IQ in almost every role and many times more important in leadership roles.”*

**Warren Bennis** said, *“In the fields I have studied, emotional intelligence is much more powerful than IQ in determining who emerges as a leader.”*

**Jack Welch** said, *“No doubt emotional intelligence is more rare (sic) than book smarts, but my experience says it is actually more important in the making of a leader. You just can’t ignore it.”*



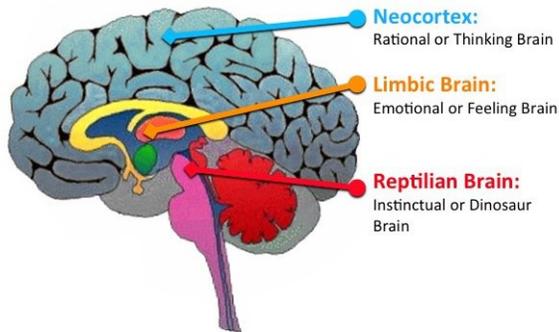
In the book by **Travis Bradberry** and **Jean Greaves**, “Emotional Intelligence 2.0” they list four quadrants or parts of EQ:

1. Self Awareness
2. Self Management
3. Social Awareness
4. Relationship Management

1. SELF AWARENESS is your ability to accurately perceive your own emotions in the moment and note your emotional patterns across situations. It involves knowing your typical “triggers” and reactions to particular kinds of events, challenges, and even people.

All of our 5 senses (sight, hearing, smelling, taste, and touch) channel signals to the brain through our spinal cord, and all signals must pass through the limbic

system (our emotional control central) on their way to the frontal areas of our rational thought.



Here's the disadvantage. All signals hit the emotional button BEFORE the rational. So, if you don't recognize your emotional response and manage it, you will respond out of your emotions, which may or may not be the best response.

Only 36% of people who have been tested are able to accurately identify their emotions as they happen.

People with high EQ make an average of \$ 29,000 more a year than people with low EQ. (there are financial advantages to having higher EQ)

2. SELF MANAGEMENT is your ability to use your awareness of your emotions to stay flexible and direct your behavior positively.

3. SOCIAL Awareness is your ability to read people's emotions accurately and gauge what they are feeling, even if it's very different from how you are feeling. It's all about the ability to see things from the other person's perspective.

4. RELATIONSHIP Management is the ability to use your awareness of your own emotions, and those of others, to manage interaction successfully. Relationship management means communicating effectively and managing conflict productively.

## 10 Things you can do to enlarge your EQ:

1. Be genuine
2. Ask thoughtful questions
3. Don't pass judgment
4. Don't seek attention to yourself
5. Have positive body language
6. Make a good first impression
7. Greet people by name
8. SMILE
9. Know who to touch and how to touch them
10. Balance passion with fun

HERE'S THE SIMPLE EQUATION:

$$\mathbf{IQ + EQ = SQ}$$

Your Success Quotient

## 3 Keys to Successful Influence

(What I like to call **Leadership F.L.U.**)

### F - FAITH IN OTHERS

It has been said, "There is no greater power and support you can give someone than to look them in the eye and with sincere conviction say to them – I believe in you!"

1. Most people do not have faith in themselves

2. Most people do not have anybody who does believe in them

**Jason Versey** said,

*“When you believe in someone you profoundly increase their ability to have faith in themselves and achieve. When you love someone you imprint on their heart something so powerful that it changes the trajectory of their life. When you do both, you set into motion a gift to the world...because those who are believed in and loved understand the beauty of a legacy and the absolute duty of paying it forward”*

3. Most people can tell when someone believes in them.

4. Most people will do just about anything to live up to the faith that someone else puts in them.

**Nelson Mandela** said, *“Lead from the back, and let others believe they are in front.”*

### **B.E.L.I.E.V.E. in others:**

**B** - Believe in them before they succeed

**E** - Emphasize their strengths

**L** - List their past successes

**I** - Instill confidence when they fail

**Howard Schultz** (Starbucks) said, *“At its core I believe leadership is about instilling confidence in others.”*

**E** - Experience some wins together

**V** - Visualize their future success

**Bill Gates** (Microsoft) said, *“As we look ahead to the next century, leaders will be those who empower others.”*

**E** - Expect a new level of living

## L – LISTEN TO PEOPLE – REALLY LISTEN

Never miss a good chance to shut up!!

The word listen has the same letters as the word silent

**Stephen Covey** said, *“Most people do not listen with the intent to understand, they listen with the intent to reply.”*

### What will good listening do for you?

1. Listening shows respect
2. Listening builds relationships
3. Listening increases knowledge
4. Listening generates ideas
5. Listening builds loyalty

### 8 Helps to becoming a better listener

1. Look at the speaker
2. Don't interrupt
3. Focus on understanding
4. Try to determine the real need at the moment
5. Check your emotions
6. Suspend your judgment
7. Ask questions for clarity
8. Always make listening a priority

Less than 2% of all professionals have had any formal education on learning to understand and improving their listening skills.

A Typical Business Day: \_\_\_\_\_ 45 \_\_\_\_\_ % listening; \_\_\_\_\_ 30 \_\_\_\_\_ % talking;  
\_\_\_\_\_ 16 \_\_\_\_\_ % reading; and \_\_\_\_\_ 9 \_\_\_\_\_ % writing.

## U – UNDERSTAND PEOPLE

Understanding people is putting yourself in another man's shoes – think like he would think – we call this empathy

It has been said, *“The more you can bring your empathy, the more you can bring your ability to get out of your head and into somebody else's, the more the world makes sense to you, even the things that seem scary and strange.”*

Great leaders know how to balance the head and the heart!

Ronald Reagan and Bill Clinton were masters of showing empathy towards others.

### Why don't people understand others?

1. Perhaps it's fear
2. Perhaps it's self centeredness
3. Perhaps it's failure to appreciate differences
4. Perhaps it's a failure to acknowledge our similarities

### Understand these 5 things:

1. Everybody wants to be somebody
2. Nobody cares how much you know until they know how much you care
3. Everybody needs somebody
4. Everybody can be somebody when somebody understands and believes in them
5. Anybody who helps somebody influences a lot of bodies!

## People Need:

F – Somebody to have faith in them – lend a hand

L – Somebody to listen – lend an ear

U – Somebody to understand – lend your heart

## ADDING VALUE

A person of influence empowers and releases others around them by adding value to them.

80 % of people surveyed, do not enjoy their work!

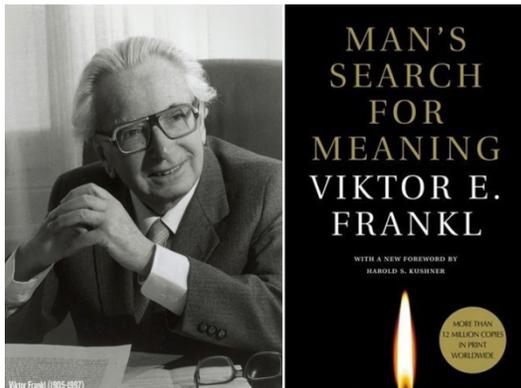
80 % would quit their job in the next 2 months if they could

Yet 1/3 of your life is spent in work.

The way to solve the boredom is to add value to others.

And the way to be valued is to show value.

PAY IT FORWARD!



Viktor Frankl was an Austrian born psychiatrist who ended up in Auschwitz and one of the concentration camps connected to Dachau, during Hitler's reign of terror. He lost his mother, brother, and his wife in the gas chambers of the Holocaust. He started helping other prisoners view their surroundings and circumstances with a different attitude and perspective.

He wrote in his memoirs ("Man's Search for Meaning")

*"When we are no longer able to change a situation, we are challenged to change ourselves."*

*“Everything can be taken from a man but one thing: the last of the human freedoms – to choose ones attitude in any given set of circumstances, to choose ones own way.”*

*“More people today have the means to live, but no meaning to live for.”*

### **Ways to add value to others (using your five senses)**

1. **SIGHT** - Modeling - people will imitate what they see
2. **TOUCH** - Be up close and personal - get involved in their life – and be transparent
3. **HEAR** – let them hear you give words of encouragement - pay it forward
4. **SMELL** – Do your best and others will do their best – nothing like the smell of Success
5. **TASTE** – *“Taste and see that the Lord is good!”* (Ps. 34:8)

Jesus was and is the greatest influencer of all time. He has dramatically changed the world by WHO HE was and is. When we “taste” – we partake – when we partake of Him, HE is in us to enable us to influence others like He did.

### **We are called to INFLUENCE All areas of the Mountains of Culture!**

