

Pastor Brian's Top Twelve Suggestions for Maximum Leadership Influence

I have provided a list of what I am calling “suggestions” on influence. I was tempted to call them “principles” but I think that term is over used. I am not saying that these twelve are always right in every situation, but I think they are useful in most of the situations we find ourselves in.

- 1. Vital optimism, a positive outlook, and an encouraging word are much healthier than negativity, criticism, and pessimism.** *(Oh that I would learn this one, once and for all!)*
- 2. You might wow people with your charisma but you will truly influence them with a depth of character, especially your integrity.**
- 3. Fear, guilt and shame tactics are the last resort of the influence deficient leader.** *(I've been there and done that way too much.)*
- 4. Influence (as well as respect, trust and confidence) are hard to get but easy to lose.** *(Don't assume you still have it just because you once did.)*
- 5. To really influence someone, first put yourself in their shoes and understand where they are coming from and how they see things.** *(Stephen Covey said it best, seek first to understand then to be understood / have influence).*
- 6. Authenticity, transparency and genuineness are great influencers on healthy people.** *(Unfortunately, unhealthy people often prefer spin and bravado.)*

7. **Love people first before you try to lead/influence them.** *(It is easier to lead people – influence them – when they know you truly care for them.)*

8. **People like results and people tend to respect, listen to, have confidence in and follow leaders who get results.**

9. **Position and/or job title just do not have the same degree of influence as they once did.** *(If you find yourself using your title or position to reinforce your authority, that is a sign that you are losing your influence.)*

10. **To really influence another person – show them, don't just tell them.** *(In a more colloquial way – walk the talk and they will too.)*

11. **Empower another, build into them, resource them and you will have some of the most powerful influence of all.** *(This is among the most powerful forms of influence in terms of influencing the other when you are not around.)*

12. **Influence is not a matter of a one-time event (or conversation or interaction or experience), but instead the result of relationship and process that lasts over time.**