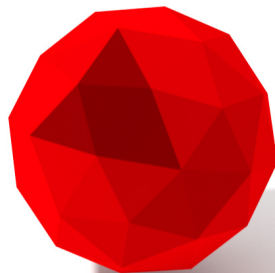




Growing Your Organizational

# Influence

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# The Key

To successful  
leadership today is

*Influence,*

not authority

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KENNETH BLANCHARD

# About

***Shelisa B.***



20 years ago, I left my role as an executive leader to pursue a career change that would help me to create a bigger and more meaningful impact to the corporate world. As I worked with large and well-known brands during my career, I came to the realization that there was an oversight in the corporate approach towards leadership that had negative consequences for them all throughout their organizations.

The lack of focus and attention towards new and emerging leaders meant that corporations were not engaging with some of their most valuable opportunities – and more so opening themselves up to having to revisit that lack of attention when it became problematic many years later down the road.

Since then, I've been on a mission to help current leaders break bad habits and "Go Off-Script", by teaching them to grow their influence and impact in their organizations – enabling them to create progressive, creative, streamlined and fun work environments.

Additionally, I've also began to target those new and emerging leaders, who have the raw potential to become amazing contributors and organizational leads – with the right mentorship and guidance.

By approaching my mentorship and coaching from both ends of the spectrum – from long-established leaders to new and emerging leaders – I know that I have the experience to make sure my mentorship is as holistic and well rounded as possible, covering almost all situations and scenarios.

A stylized, handwritten signature of Shelisa Bainbridge in black ink. The signature is fluid and cursive, with the first name 'Shelisa' on the top line and the last name 'Bainbridge' on the bottom line.

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Shelisa Bainbridge

# The Mission



To help **New** and **Emerging** leaders develop the courage and confidence to "Go Off-Script", establishing a solid foundation covering the right habits and mindsets required to expedite their leadership growth and demonstrate impact in their organizations.

# The Power Of Influence

## ◆ The Word "Influence"

When we hear the word "influence" used today – its usually in reference to the realm of marketing and social media. It's now shaped to contextually mean that someone – an influencer – has enough impact to affect the decisions of others; usually backed by some kind of knowledge/specialization on their end.

I believe that this influence is important – and necessary to bring into organizations.

Imagine bringing the same style of influence to your organizations as influencers on social media bring to their followers. An influence based on **trust**, **honesty**, and **knowledgeability** which is used to make a difference and impact.

## ◆ What would having **influence** mean for you?

It would mean:

- ✓ People trust you and your knowledge.
- ✓ People find their interactions with you helpful.
- ✓ You have created a social density at various levels of your organization (not just within your immediate team and leadership circle).
- ✓ You have created a reputation that is broadly endorsed, supported,, appreciated and discussed.
- ✓ That you are well positioned to affect major positive change within your organization - due to your knowledgeability and connections.

# However, let's talk about Your **Motivations**

## ◆ The importance of introspection

Be honest and ask yourself WHY you want to grow your influence. If it's for any of the reasons below, your motivation is not in the right place.

- ✗ You like the idea of being higher than others in the organization.
- ✗ You want to be known for your status.
- ✗ You like the idea of having the power to control decisions and people.
- ✗ You see yourself as better than others (more savvy, intelligent, promotion-worthy).
- ✗ Your focus is only on that salary (it's all about the financial reward).

# However, let's talk about Your **Motivations**

## ◆ Did any of those feel familiar?

If your motivations fell within that realm – you need to **rethink and adjust**.  
**Here's why:**

1. These are all **ego-based** motivations.
2. They tend to lead to a lack of satisfaction overall because you are motivated by **"what"** instead of **"why"**.
3. It promotes a **"by any means necessary"** mentality to seep in. You'll attain your goals - but at the risk of both yourself and others; personally, professionally, mentally and physically. It'll do as much **harm** towards yourself as it will towards others.
4. People will **question** your motivation. They'll question your integrity, amongst other things. Building trust at that point is an up-hill - if not already defeat determined - battle.
5. Success based on these interests have a short shelf life.

If you feel that this describes you, **DON'T WORRY!** Many of us did, and still do, think of our approaches in this sense - because our organizations and others around us promoted these mindsets. It's like I say, when you don't proactively focus on growth and leadership - you open the door for problematic behaviors and mindsets to take charge. Your perspective can be adjusted with a few of these tips I'll share.

# Let's talk about Your **Motivations**

◆ Here are a few motivations you should adopt:

- ✓ Feeling excited, happy, and replenished when you know you've helped someone.
- ✓ Enjoying learning. You take every opportunity to learn something new in order to better serve those around you.
- ✓ Developing an "up, down and around" service mindset. This means that you observe and understand the needs of your leaders, the people reporting in to you, and other teams you interact with.
- ✓ Creating real relationships and connections.
- ✓ The enjoyment of seeing other people happy and intaking that as part of a greater purpose within your role.

# Let's talk about Your **Motivations**

◆ With a motivational shift, you're already on your way to creating influence and impact within your organization.

1. People will create an instant connection with you and see you as a trusted colleague - especially if you are proactively offering support.
2. With that connection comes trust. This means even if they do not instantly agree with your opinion, idea or direction, they will be open minded enough to trust your recommendation to at least try it out.
3. By leading with a serviced-based mindset you will feel a greater sense of fulfillment; and because "fulfillment" feels exciting and uplifting, you will naturally be inclined to do it more and more. This will lead to far-reaching endorsement within your organization.
4. You will experience a greater sense of purpose - which will lead to long-lasting commitment and drive on your end.

# Before you start, let's talk about **Preparation**

◆ I recommend taking the following actions to set yourself up for success:

- 1. Understand your strengths:** Understanding and being able to articulate your strengths will help you identify opportunities where you will be able to best help and serve others
- 2. Make time to help out:** Allocate time in your week to helping others. I recommend 2 hours of "open time" that can be used to help and learn each week.
- 3. Be proactive:** People often shy away from offering help because of the perceived risk of being seen as "intrusive", or not "minding your own business" or not "staying in your own lane". I recommend that you challenge those thoughts and fears, and practice being proactive. The people who will feel uncomfortable with your offer will be in the minority. The reality is that most people will appreciate it, and some of those people who appreciate it will take you up on it. Offering support will create a deeper, lasting impression on someone than if they asked for it themselves.
- 4. Keep your word:** Maintain honesty and transparency at all times. If you can no longer assist, or if you find the task to be beyond your capability, let them know quickly. If possible, help them find someone else who is better suited to assist.
- 5. Strengthen your listening and observational skills.** Find the courage to ask a lot of good questions, and seek to understand (vs. showcase your knowledge and capabilities - let your work speak for itself.)

# A few things to **Remember**

## ◆ Always keep this in mind:

1. These tips apply to **EVERYONE** you meet. Do not reserve them for your boss or the highest ranking individual. They pertain as much to the high levels of the organization, as they do to the people reporting to you and others in your organization.
2. Practice these tips **WHEREVER** you are. Whether it's the person serving you coffee, or the person mopping the floor in your office, your friends or your family - these tips should be observed as often as possible.
3. **TRUST** is paramount to growing influence, and these tips will help you to establish trust.

# Here are the top 5 things you can do to **Grow Your Influence**

◆ Start practicing these habits today!

## 1. ADOPT A PROACTIVE, SERVICE-FIRST MINDSET.

Look for ways to help those "up, down and around." Observe where others may be struggling, and offer your strengths to help them out.

## 2. SMILE, SMILE, SMILE!

Not only does smiling create a chemical reaction in your own brain, but it creates a reaction in the brain of the individual receiving your smile. They will see you as friendly, approachable and trustworthy.

## 3. PRACTICE ATTENTIVE LISTENING.

Listen in order to understand. Focus on them - look them in the eyes - and then make sure you confirm your understanding with them.

## 4. USE PEOPLE'S NAMES WHEN YOU'RE IN CONVERSATION WITH THEM.

A person's name is the sweetest sound to them. It helps to create an instant connection between you and the other person. Better yet - confirm you're saying their name right; it's an important starting point.

## 5. AVOID TALKING ABOUT OTHERS AT ALL COSTS.

Speaking about others, especially in a negative way, is acidic - it erodes trust. If you are feeling a certain way about someone, find one on one time with them and have an honest, transparent conversation with them. Even if the conversation is uncomfortable for them, their opinion of you as a trusted individual will remain in tact. If you speak ill of a person to someone, they expect you to do the same of them to others.

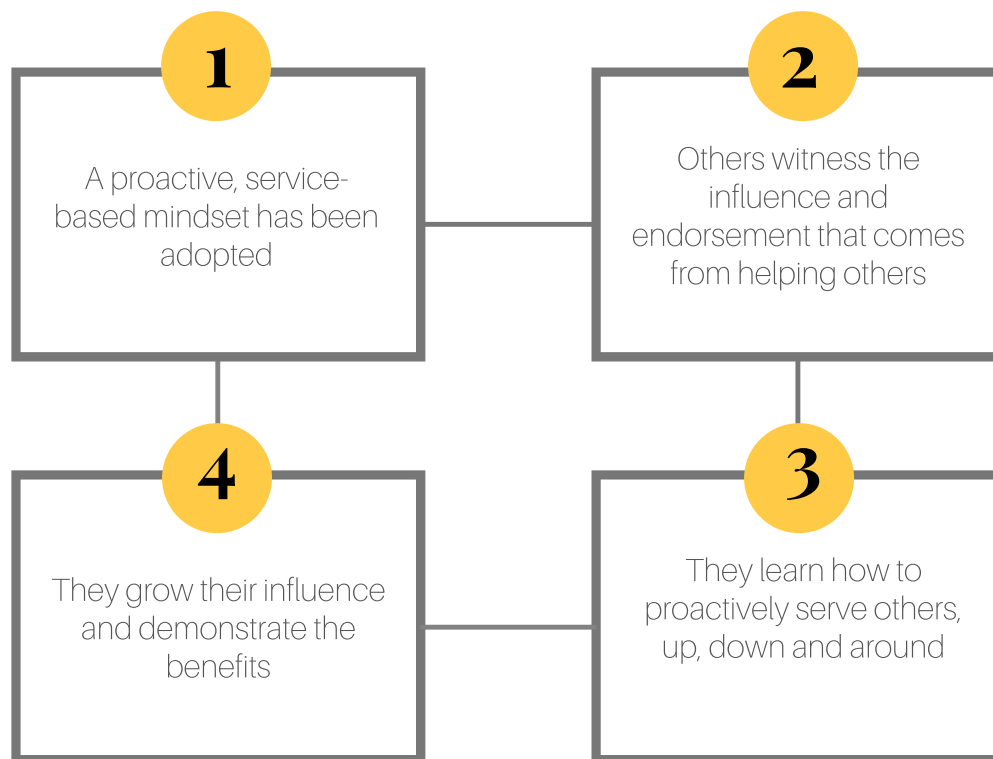
## BONUS TIP: BE FUNNY AND HAVE FUN!

We all tend to take ourselves WAY too seriously. Show your human side! Find the humour in situations, and laugh along with others.

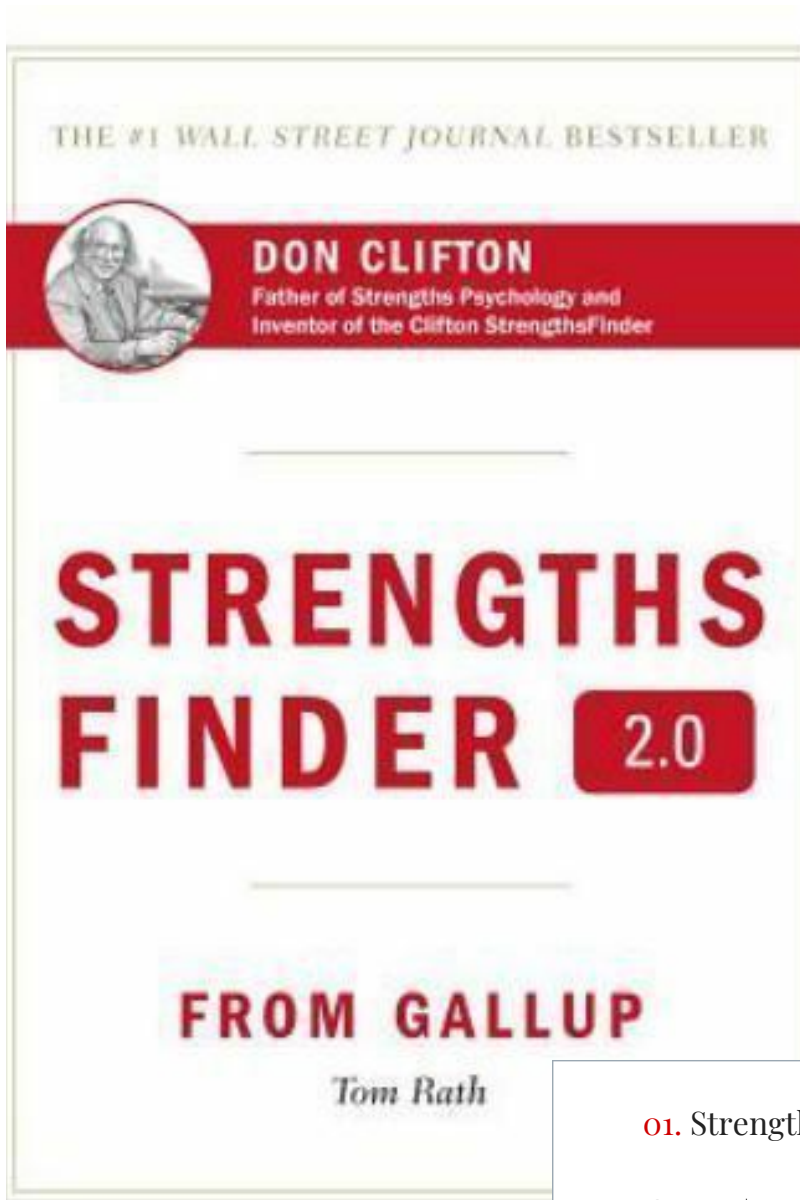
# Influence has a Viral Effect

Once others in your organization witness your influence and impact growing over time, they will want to follow in your footsteps.

When this happens, you move from becoming a micro organizational influencer, to a macro influencer



# OTHER HELPFUL *Resources*



## 01. Strengthsfinder 2.0 by Gallup

StrengthsFinder provides a detailed rundown of a long list of strengths. The book comes with a code that will give you access to an online assessment. The customized assessment will help you understand your greatest abilities.

# OTHER HELPFUL *Resources*

SPECIAL ANNIVERSARY EDITION

## HOW TO WIN FRIENDS & INFLUENCE PEOPLE

*The Only Book You Need  
to Lead You to Success*

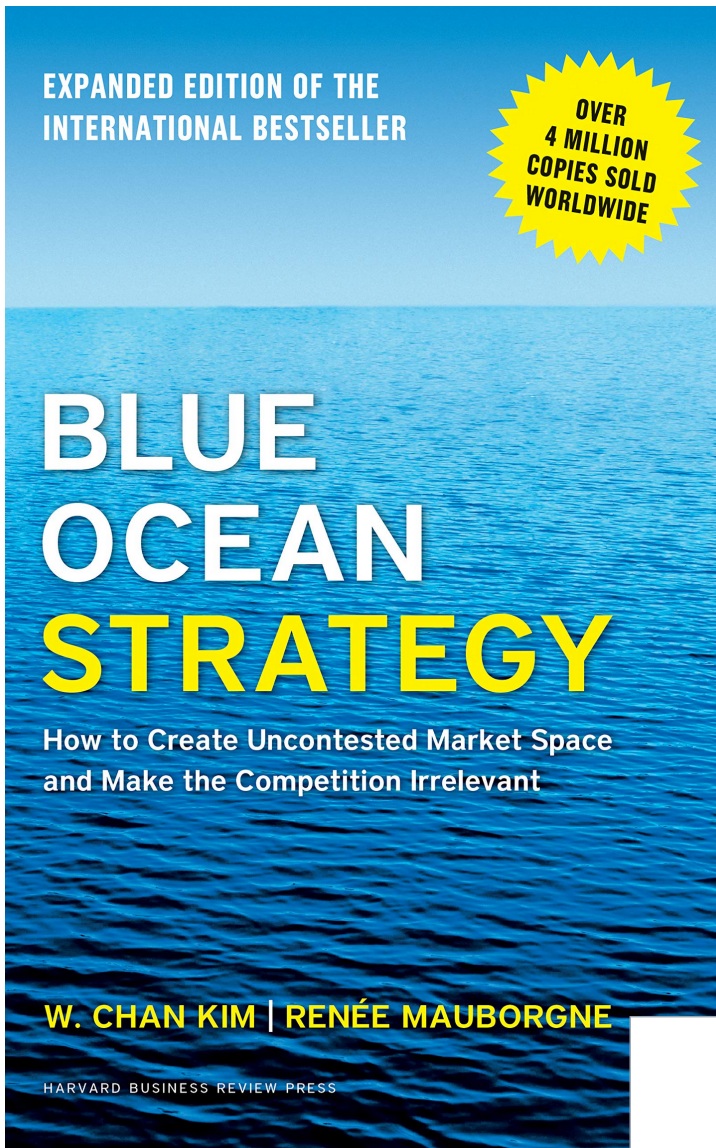
Dale  
Carnegie

80  
YEARS IN  
PRINT!

### 02. How to win friends & influence people by Dale Carnegie

This is a book that offers timeless tips to help grow your influence covering tried and true techniques, recommendations, and best practices.

# OTHER HELPFUL *Resources*



## 03. Blue Ocean Strategy by W. Chan Kim & Renee Mauborgne

Although it's positioned as a way to find new markets, tools within this book are helpful to individuals interested in differentiating themselves from others in their organization.

# Limited Time Offer

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