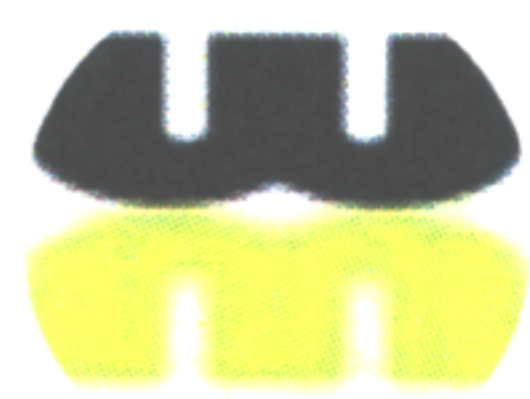


554 views | Nov 20, 2018, 06:00am

How To Become A Person Of Influence



WomensMedia ⓘ
ForbesWomen

TWEET THIS

- But discovering a fundamental disconnect between the image someone projects in public and their actual habits and lifestyle in private jars onlookers. That disconnect destroys trust.
- People of influence listen with an open mind. They can understand another person's point of view.

By Dianna Booher

Business circles are buzzing often these days about influence. Who has it? Who lacks it? Why people need it? Often, the conversations sound as if influence were a commodity you could buy at the local store or install on your laptop. Although it's not that easy, people have more influence than they realize. They simply fail to recognize opportunities to exercise it.



Here are the 3 essentials you need. ICLIPART

Far too many people “walk in the shadows” so to speak. That is, they *think* they can't influence others without having a better education, a bigger title, a more prestigious position, a longer list of accomplishments, better connections.

Yes, all of those things might help you sway staffers, colleagues, clients, voters, or neighbors. Yes, some are more important than others to build a case on a specific subject. For example, if you're talking about brain surgery, your educational background carries weight. But none of these specific characteristics is essential.

Sometimes a child's innocent question can influence a head of state to change a policy. The results of a college student's research study may change the health habits of a nation. A poignant novel or movie scene may spark a national movement. In each of these cases, the result is the final measure of influence—not the rank of the idea's originator.

So what is essential to being a person of influence?

3 Essentials to Becoming a Person of Influence

YOU MAY ALSO LIKE

Consistency

People balk at listening to opinions from those who don't "walk their talk." They want to know that what you do matches who you are. Of course, people make mistakes and misjudgments. No one is perfect. But discovering a fundamental disconnect between the image someone projects in public and their actual habits and lifestyle in private jars onlookers. That disconnect destroys trust. 🐦 That deception leads them to reject the total picture about the person: their ideas, their opinions, their accomplishments.

On the other hand, we come to trust the person of integrity. If they promise to show up, they show up. If they join, they participate. If they pledge money, they give it. If they say they'll do something, they do it. If they state publicly that they believe in X, they practice X privately.

They live their life in the open. Inspection does not frighten them. People have learned to count on them for saying what they believe and believing what they say.

Empathy

People of influence listen with an open mind. They can understand another person's point of view. 🐦 They may disagree with another person's viewpoints and opinions. But they can understand “where the other person is coming from,” so to speak. That quality gives them perspective and allows them to identify with the other person's needs and goals.

People are much more likely to be swayed by those who can “feel what they feel” and who have their interests in mind. Voltaire had it right when he observed, “The ear is the avenue to the heart.”

Courage

Your ideas and opinions don't count for much if you don't have the courage to speak up. You have to take the opportunity to show up when and where it matters. You have to do your homework and gather the facts to build your case. You have to listen to other people so you can present your case in an empathetic way that helps others meet their long-term goals.

Or the reverse: You may need to challenge an idea, an action, or a cause that you don't believe is right. That challenge may take even more courage because you may be going against a strong current coming against you.

As the old maxim goes, people can't read your mind. They need to see your backbone, hear your voice, read your words.

Of course, persuasion involves more than just these traits. In fact, my book ***What MORE Can I Say?*** offers nine practical persuasion strategies. But these 3 traits—consistency, empathy, and courage—form the foundation for becoming a person of influence.

*Dianna Booher is the bestselling author of 47 books. Her newest is *Communicate Like a Leader*. She helps organizations communicate clearly. Follow her at BooherResearch.com and [@DiannaBooher](https://twitter.com/DiannaBooher).*

I'm Nancy F. Clark the curator of Forbes WomensMedia, author of The Positive Journal, and CEO of PositivityDaily. After studying physics at Berkeley I started out in rocket science with NASA's Jet Propulsion Laboratory and then computer technology for the University of Calif... MORE

I'm Nancy F. Clark, author of [The Positive Journal](#), and curator of Forbes WomensMedia. My team helps businesswomen succeed and live happier and more fulfilling lives.

94,856 views | Nov 13, 2018, 09:30am

How Business Can Make An Exponential Difference In The Lives Of Students



Lisa Dughi Brand Contributor
Grads of Life **BRANDVOICE**

We know how much of a difference one person can make in another's life. But what if your goals are loftier than reaching just one person? What if you want to make a difference in the lives of a hundred, a thousand, or more? There are millions of young people across this country that need access to opportunity so that they can have successful futures after high school. What if you could play a pivotal role in providing that access?

That's the challenge NAF is working to solve. With over 100,000 students enrolled in NAF academies in underserved high schools across the country, reaching these students wouldn't be possible without our business partners. NAF advisory board members in particular – those who volunteer their time on a regular basis to give back to their communities - are investing in their future in so many ways, but many still struggle to meet the need for all students to have opportunities. NAF seeks to impact over one million students across the country by providing access