



## Increase Your Influence

John Maxwell, an award-winning American author and speaker said, “The true measure of leadership is influence - nothing more, nothing less.” Leadership is not only based upon titles or authority but also the type of influence an individual possesses with their peers. One way to increase influence is mastering the art of persuasion. Persuasion often has a negative context, but if you look behind the act of persuading, it is the result of effective communication. There is always room for growth regarding communication skills and in the article “Persuade Effectively and Grow Your Influence,” Grace Torre describes four specific strategies to communicate clearly and become more persuasive:

1. **Explain the why and connect with others:** Employees will be more open to supporting your solution if you break down the ideas behind it. Make your argument personal to your audience and explain why your idea can benefit the entire team.
2. **Ask for involvement from others:** Empower your team by inviting them into your idea. Allow them to take ownership and delegate key tasks to individuals on your staff. Through delegation, ensure that everyone understands why they were selected for the specific task.
3. **Present a compelling argument:** As you communicate your case, keep your audience in mind. What type of information do they find valuable and meaningful? Utilize specific data and research to support your plan.
4. **Utilize emotional intelligence:** Instead of being concerned about how you sound and winning your argument, take time to listen to your team. Ensure that they have time to process this information and be respectful. If you are interested in learning more about emotional intelligence, check to see when LLD’s next Emotional Intelligence class is [here](#)!

When leaders practice these four strategies, they are not only connecting with their audience, but they are building positive relationships while increasing their own influence.

-Josh

Torre, Grace. Master the Art of Persuasion. *Talent Development*, Feb. 2022, pp. 15.