



RESONANT

Ideas That Carry Further

How Do You Use Executive Influence?

Leaders Influence.

Every time you speak, email, text, Slack, walk into a room, or show up in a Zoom meeting, you're influencing. Even when you don't intend to.

So what kind of influencer are you?

The Visionary

Are you the kind of influencer who envisions a future and inspires others to get on board?

Do you have a knack for spotting opportunities and creating new possibilities?

Your ability to paint a compelling picture of the future can rally your team.



Your job: To communicate your vision effectively, empower your team to innovate. Foster an environment that encourages bold ideas.



Caution: Watch for signs that some on your team may not see a role for themselves in your vision.

The Collaborator

Do you excel at building relationships and fostering collaboration?

Do you influence by emphasizing teamwork, seeking input from a diverse range of stakeholders, and leveraging others' expertise?



Your job: To encourage open dialogue, promote a culture of trust and respect, bridge gaps, and break down silos.



Caution: Look out for team members who may feel left out or that you're selective in who you collaborate with.

The Change Agent

Do you see change as an opportunity for growth?

Do you skillfully drive successful change implementation?



Your job: To navigate uncertainty, inspire others to embrace change, create a culture of adaptability, provide clear direction, and champion change efforts.



Caution: Watch for resistance that may be a sign of barriers to change implementation.

The Communicator

Are words your superpower?

Can you effectively convey complex ideas and use communications as a strategic tool to influence hearts and minds?



Your job: To articulate your message with clarity, empathy, vulnerability, and persuasion, using your skills to inspire, inform, and motivate others to action.



Caution: Look out for those who may feel that you're not speaking to them.

The Empathetic Leader

Are you the leader who shows genuine care and empathy for the people you lead?

Do you demonstrate daily that nurturing a supportive work environment is essential for individual and organizational success?



Your job: To actively listen, understand others' perspectives, and demonstrate compassion – all in the name of building trust, creating a sense of belonging, and elevating a culture of kindness within your organization.



Caution: Not everyone wants to share what's important to them at work.

How Do You Influence?

You probably draw on all of these skills at one time or another – often even within a single meeting or conversation.

Build on your strengths and focus on the areas where you have the opportunity to grow.

Be mindful of your influence, and use it wisely and for good.