



erick.rheam@gmail.com | 970.672.7207 | PO Box 195 Clear Creek, IN 47426

Why Becoming a Person of Influence Should Be Your #1 Priority?

1. Premise – Everything good that happens to you in your career and life is in direct proportion of your influence.

A. You cannot achieve anything of significance without the help of others. In order to get others to “buy-in” to what you want to accomplish, you must have influence.

2. Books used to source this talk:

- A. Influencer by Joseph Grenny, Kerry Patterson, David Maxfield, Ron McMillan, and Al Switzler;
- B. Strengths Finder 2.0 by Tom Rath;
- C. The Fred Factor by Mark Sanborn.

3. The extent of your influence begins with you:

- A. How's your attitude?
- B. How do you see the world and based on your paradigm you will either attract or detract others.

4. Become a positive deviant:

- A. This is a person who enjoys the same resources as you or me but seems to accomplish more.
- B. This is also a person that has been dealt a bad hand in life, but still achieves significance in spite of constraints.

5. Don't follow the old “passion paradigm”:

- A. Don't pursue your passions, because they will always be out of reach and you will become frustrated.
- B. Take your passions with you and unpack them and embrace them no matter what phase of life you are in or current job you hold.

6. Success occurs when your passions and your strengths intersect.



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7. An influencer has the ability to create changes in human behavior and masters two primary areas:

- A. Human Dynamics – Getting to a point that what people do no longer surprises you;
- B. Levers of Change – The ability to guide change as it continually occurs in work and life.

8. There are three keys to influence:

- A. Focus & Measure – Influencers are maniacal about a few key measures that will influence behavior;
- B. ID Vital Behaviors – Look for vital behaviors among others of success and duplicate them;
- C. Sources of influence – work within the three sources of influence.

9. The three sources of influence:

- A. Personal – The individual you want to influence:
 - 1. Motivation;
 - 2. Ability.
- B. Social – The group the individual associates with on continual basis:
 - 1. Motivation;
 - 2. Ability.
- C. Structure – The formal infrastructure you want to influence to change:
 - 1. Motivation;
 - 2. Ability.

10. At a minimum consider the following:

- A. Read the Influencer book;
- B. ID Vital behaviors:
 - 1. Notice the obvious;
 - 2. Review your crucial moments and how you got through them. Duplicate those key behaviors;
 - 3. Find positive deviants, learn from them, and duplicate their efforts.
- C. Remember:
 - 1. Few changes are better than many changes – focus on the few only;
 - 2. Encouragement always wins, so be an encourager as you influence change;



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3. Avoid simple solutions. The human experience is complicated, don't minimize it.

10. How to prepare for conflict:

A. Get at least one influencer to support you:

1. Bring value;
2. Value is perceived by the person receiving it;
3. Be curious when associating with others and ask good questions. What you learn about that person will give you clues on what they value and how to deliver it.