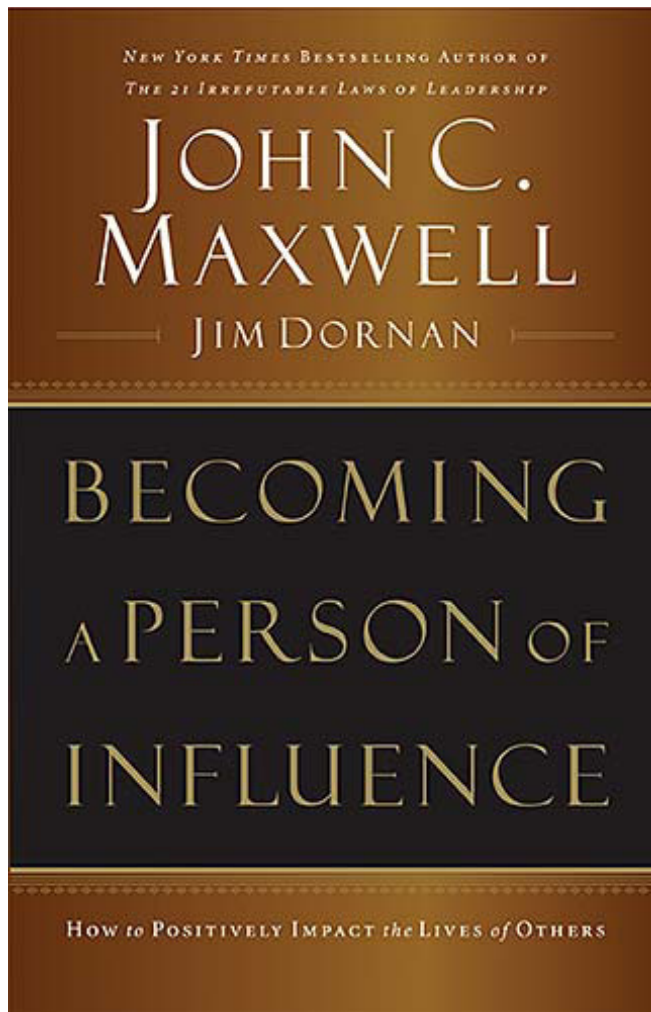


Becoming a Person of Influence

Practical and easy principles to apply to everyday life:

- ◆ Managers will see their employees respond with new enthusiasm
- ◆ Parents will connect with their children on a deeper level
- ◆ Coaches will see players blossom
- ◆ Pastors will reach more people
- ◆ Salespeople will break records



About The John Maxwell Team

John Maxwell's team of coaches, trainers and speakers have been trained and certified by John to help you be intentional in your life both privately and professionally—by working with purpose and having a solid plan. Being intentional is about relying on a pre-determined strategy.

Our coaches, speakers and trainers are equipped with the best materials and have developed the proper skill sets to work with you one-on-one, in group settings, and through workshops and seminars to visualize, create and execute a customized leadership strategy to best fit your needs.

Keep Thinking Big

Helping you enjoy greater
Influence, Impact and
Income.

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PROFESSIONAL DEVELOPMENT AND LEADERSHIP TRAINING



POSITIVELY IMPACTING THE LIVES OF OTHERS

Whatever your vocation or aspiration, you can increase your impact on others by Becoming a Person of Influence. Learn simple, insightful ways to interact more positively with others, and watch your personal and organizational success go off the charts.

With Influence, You Can Achieve Success at Home, Work and in Every Other Area of Life.

Becoming a Person of Influence

Everyone influences others. You don't have to be in a high-profile occupation to be an influencer; whenever your life connects with another person, you exert influence. Everything you do—at home, at work, or at play—has an impact on the lives around you. No matter what your goals are in life, you can achieve them faster, you can be more effective and the contribution you make can be longer lasting if you learn to develop your influence.



A Person of Influence Has Integrity with People

Integrity allows others to trust you. When you earn trust, people respect your motives instead of suspecting them. Consequently, trust gives you the opportunity to influence and add value to their lives.

A Person of Influence Nurtures Other People

If you look around, you will discover that the people in your life are hungry—for encouragement, recognition, security, and hope. The process of feeding these basic human needs is called nurturing. Influencers nurture others, not to make people dependent on their leadership, but to free people to reach their potential.

A Person of Influence has Faith in People

Your goal as an influencer is not to get others to think more highly of you. Rather, your duty as a leader is to get people to think more highly of themselves. Rarely do external difficulties defeat people; usually a lack of self-esteem holds them back.

A Person of Influence Listens to People

Be impressed and interested, not impressive and interesting. If you consistently listen to others, valuing them and what they have to offer, they are likely to develop a strong loyalty to you, even when your authority with them is unofficial or informal.

A Person of Influence Understands People

Most people do not look beyond their own experience when dealing with others. They tend to see events through the grid of their position, background or circumstances. Their narrow vision of life alienates others and hinders relationships.

A Person of Influence Enlarges People

Most people want to get ahead, but they are reluctant to change. They are willing to grow only enough to accommodate their problems; instead they need to stretch until they reach their full potential. On their own, most people stop short of achieving their best. They need someone to come alongside them in order for their dreams to translate into reality.

A Person of Influence Navigates for Other People

People need assistance as they work through life's difficulties. When the storms hit, they need guidance until they can travel under their own power. You need to help them find their path, avoid pitfalls, and stay on course. At times, this means walking beside them on the journey until they can navigate on their own.

A Person of Influence Connects with People

Many leaders believe that it is the follower's responsibility to initiate contact with them, but the reverse is true. To be effective, you must initiate connections. Unless you meet people where they are, no progress will be made.

A Person of Influence Empowers People

When you empower people, you share yourself—your influence, position, and wisdom—so that they can function at their best. Empowering means entrusting power to others. The act of empowering increases the stature of others without decreasing your own authority.



A Person of Influence Reproduces Other Influencers

Anytime you influence people who either do not or cannot exercise influence with others, you limit the extent of your leadership. However, when you influence leaders, you are not influencing just them; you are indirectly influencing all of the people they influence as well. The effect is multiplication.