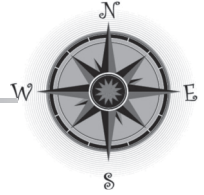


# INFLUENCE



*The influence of good citizens makes society prosper; the moral decay of evil doers destroys it.*

Influence is the power of a person or in a person that can affect the behavior of others without the use of force or authority. This means that we can and should live our lives by using influence rather than positional power. There are times in our lives when we need to use the authority that has been given to us in order to discipline behaviors that are out of control, but this should not be the style most commonly used. Influence is leading people rather than driving them. Our demeanor and attitude will be the greatest attributes in creating influence with people.

There was a study done some years ago about effective communications. It was found that people are impacted 7% by the words we say, 38% by the way we say them, and 55% by our non-verbal communication. In essence what we are speaks so loud that people can't hear what we are saying!

Our reputation and conduct are what creates our brand. How we handle problems, keep going when everyone else has given up, and keep believing in the goal when others doubt the outcome is what sets an influential person apart.

Influence is primarily about character, behavior and personality, which is really who we are. Often our actions don't match who we say we are. It is the job of our character to control our behavior and make us a 'brand name'. Your brand speaks for itself.

Who we are builds and magnifies our reputation. We begin to attract others and our influence is then earned and expanded. Selling or promoting ourselves will only last so long. By being honest, hard working and building a good reputation we will attract others and influence them.

Influence is usually gained by where we have journeyed in life and what we have achieved. The values and principles we have followed throughout our life will determine if our influence is negative or positive.

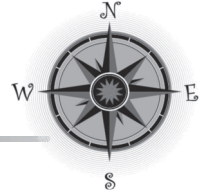
## Benefits

1. As you influence the people around you, you make a difference in the world.
2. People listen to what you say and are moved by it.
3. You will have the opportunity to inspire others who can take things farther than you did.
4. You make things believable for those who are following you.
5. You motivate and promote confidence and conviction.

## Steps to Follow:

1. Always seek solutions.
2. Endure when others quit.
3. Believe when others doubt.
4. Develop your character.
5. Have a clear vision of what you want to accomplish and remain focused.
6. Have courage to not listen to negativity and stay true to your dream.

# Action Plan for INFLUENCE



7. Pass on your secrets to success.
8. Be friendly and transparent.

Influential leaders are time-tested and approved for their winning attitude, determination and success in life. True leadership is only earned through the power of influence and it creates a reputation that is long-lasting and contagious.

Influence is the natural result of rising to the top of your personal game. Success will be visible to all who see the strides you are gaining and their inclination will be to want to know your secret. When curiosity is aroused, the stage is set for you to share your knowledge. That is when you have influence. It is a great responsibility to influence people in the right direction and for a noble cause.

Influence should be regarded as a great reward after a life well lived. If you choose not to rise to the noble position of embracing your place of influence, your life will simply be led by those who choose to be the ones who influence.

There is a powerful human desire for the chance to make a difference. Living a principled driven life will give you something of value to share with others. This produces a strength that will form the foundation of influence.

There is a saying that you can lead a horse to water but you can't make him drink; this is true, but you can influence him by salting the oats.

## Reflect and respond

Who are you influencing at this moment?

Are you influencing with the right attitudes and actions?

How can you increase your influence in other people's lives?

***Remember... Thoughts become actions. Actions become habits. Habits become our destiny.***

Evaluate yourself from 1 to 10	1	2	3	4	5	6	7	8	9	10
Why did you give yourself this rating?										
What benefits will you obtain by raising your rating?										
What specific action can you put into practice to test the benefits of this principle?										
Check list for the daily reading of this principle.	M	T	W	T	F	S	S			