

# INFLUENCER

A person of  
influence has

*integrity*

with people.



# Levels of Influence

**I**ntegrity  
**N**urture  
**F**aith  
**L**isten  
**U**nderstand  
**E**nlarge  
**N**avigate  
**C**onnect  
**E**mpower  
**R**eproduce

## 01 State One: Modeling

Observe how children naturally follow what their parents do, not what they say. Adults are also influenced by what they see their role models, mentors, and peers do. When there is an obvious and consistent connection between your good words and your actions, people will consider you credible, and your power to positively influence them will grow.

Influencing by modeling can impact a lot of people-- those who are around you, and even those who see you from afar. Famous people can be role models on a global scale for both good and bad.

## 02 State Two: Motivating

The second level of influence requires a more up-close approach. You influence others by encouraging them and by communicating with them on an emotional level. This approach establishes connections and builds up people's confidence. Practice this and your level of influence increases. You increase your power to positively change yourself and others.

## 03 State Three: Mentoring

Helping others reach their potential is the goal of a mentor. In this level, you need to be more focused on the individual whom you want to influence. You give more of yourself to your protégé, and help that person grow personally and professionally to reach a higher level of living.

## 04 State Four: Multiplying

As you work on positively influencing other people, you should aim for them to become positive influencers as well. You want them to pass on what they have learned. To achieve this requires a higher level of commitment, personal investment, and generosity with time and other resources than the three previous steps. The higher you go in the level of influence, the more value you add to the life of those you choose to influence.

# A PERSON OF INFLUENCE HAS... INTEGRITY WITH PEOPLE

The dictionary definitions of integrity are: “adherence to moral and ethical principles; soundness of moral character; and honesty.” Integrity is a vital piece to achieving business and personal success. Research studies conclude that integrity is the most needed quality to succeed in business.

A person whose integrity has been compromised will find it extremely difficult to advance in any organization.

## 3 TRUTHS ABOUT INTEGRITY

1. Integrity Is Not Determined by Circumstances.
2. Integrity is Not Based on Credentials.
3. Integrity is Not to Be Confused with Reputation.

## INTEGRITY IS YOUR BEST FRIEND

Having integrity enables you to:

- Keep your priorities right.
- Stay the right course even when the wrong course is easier.
- Keep going when others criticize you unfairly.
- Accept valid criticism and learn from it.
- Keep growing.

## INTEGRITY IS YOUR FRIENDS' BEST FRIEND

*When people know you are a person of integrity, and they do not have to worry about your motives, they welcome your efforts at influencing them and adding value to their lives.*

### THE BENEFIT OF INTEGRITY:

*Trust*

Trust is like glue, holding people together, bonding personal and professional relationships.

Trust is the result of having demonstrated consistent and solid character.

### THE BENEFIT OF TRUST:

*Influence*

Earning people's confidence is one key to influence. Your integrity must be without question to be able to influence others.

## DEVELOPING AND LIVING QUALITIES OF INTEGRITY

*Apply these principles daily:*

- Model consistency of character.
- Employ honest communication.
- Value transparency.
- Exemplify humility.
- Demonstrate your support of others.
- Fulfill your promises.
- Embrace an attitude of service.
- Encourage two-way participation with the people you influence.

## BECOME A PERSON OF INTEGRITY

*Consistently being a person of integrity may mean having to make tough choices. But always choose integrity.*

*Remember to:*

- Commit yourself to honesty, reliability, and confidentiality.
- Decide ahead of time that you don't have a price.
- Major in minor things. Consistently do what is right in the little things.
- Each day, do what you should do before doing what you want to do.