

Our POV on Influence

You Know What Influence Is, Right? (No, You Don't.)

Close your eyes and conjure the key adjectives to describe the kind of woman you'd associate with someone who has influence over the way things work in the world.

What came up for you?

Charismatic? Big personality? Great communicator? Boss lady? Center stage type? Salesy? Brash?

Right. That's what we thought too.

But then we looked into it. And what we discovered changed our whole understanding of what influence is...and what it's not.

Charismatic
SALESY

Great Communicator

Brash

Center Stage Type

BOSS LADY

What Influence *Actually* Is

influence

The process of intentionally shaping the attitudes, norms, and behaviors of your environment in order to create change

How We See It



01

It's Not About You

Influence isn't about you, your charm, or your spotlight. It's about reading the room, spotting the incentives, and painting a future everyone wants in on.

WE'LL WALK YOU THROUGH IT.

02

Influence Is a Verb

It's not something you have—it's something you do. Forget persuasion. Stop convincing and start creating the conditions for agreement.

WE'LL HELP YOU FLIP THAT SWITCH.

03

Focus on Values, Not Opinions

Opinions are fickle. Values endure. Influence connects to what people stand for—not what they think right now.

WE'LL HELP YOU FIND THEM.



BOTTOM LINE

Influence builds common ground, fuels shared goals, and shapes a future big enough for everyone.

**“A leader is best when people
barely know [she] exists.
When [her] work is done,
[her] aim fulfilled, they will say:
We did it ourselves.”**

— Lao Tzu