



# Spheres of Influence






Credibility as a leader is built on two fronts. Expertise and Relationships. If you are an expert in your field you may not have the relationships with staff to get buy in. Likewise if you are all about relationships then there may not have the professional substance to enable meaningful change. As leaders we tend to be stronger on one than the other. Trying to find a balance will make you more creditable as a leader.


Having members of your team actively involved in decisions has a better "buy in" to the concept you are trying to influence. Leadership is not just about pushing information at your team but also about pulling information from your team through active involvement.






Framing ideas is about understanding someones perception or reality and approaching the problem from that perspective. Putting yourself in their shoes to ensure they connect with the message and you understand their perspective.

When presenting the reasons or data behind a move tell it from a story perspective. People buy into stories but may find it harder to buy into data or remember the key points you are trying to make.





Customise communication to suit the way people like to hear the information. If you're a chatter and the other person just wants the facts and figures then change your style of communication to give them what they want.