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# Increasing Your Influence

How to Deepen and Invest Your Influence with Others  
Dr. John Maxwell

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**Leadership is** *Influence.*

**Law of Influence:** The true measure of leadership is influence — nothing more, nothing less.

**Law of E.F. Hutton:** When the real leader speaks, people listen.

*The 21 Irrefutable Laws of Leadership*

"Let no man imagine that he has no influence." *Henry George*

Increasing Your Influence = Increasing Your Leadership



## 7 Ways to Influence People

Perhaps you've noticed that people influence others everyday. Even introverts will influence approximately 10,000 other people in an average lifetime. We do it intentionally and we do it accidentally; with emotions and with logic; with honey and with vinegar. The following is a summary of how leaders have influenced people through the ages.

### Methods of Influence — From Worst to Best:

#### 1. FORCE .

Influencing others by the use of force is the lowest form of influence. While it is animalistic in nature — humans use force all the time to get others to do what they want. In fact, this is one method utilized not only between individuals, but between nations. When a leader chooses to use force, they push others to do something against their will. People use force when they don't feel they have the time for diplomacy or logic. They want something and are willing to pay the price of severed relationships to get it.

## Two Kinds of Force:

- a. **Violent** — Usually comes in the form of a threat to harm. The recipient feels violated. An illustration of this came in 1990 when Iraq invaded Kuwait, and in 1998 when Serbia began its ethnic cleansing of Kosovo. It is trespassing over the will of another.
- b. **Non-violent** — Usually comes in the form of coercion. The recipient feels they have no choice in the matter, even though it may only be words that move them. Unhealthy marriages exhibit this when a spouse uses verbal abuse to get their way.

Self Evaluation: How often do you use "force" to influence others?									
Never	<	1	2	3	4	5	6	>	Often

### 2. Intimidation

In this method, the leader is still using unhealthy means to reach his or her end. The motive of the follower is fear of conflict. They simply want to avoid danger or confrontation. Often, leaders use this kind of influence and are unaware of it. It happens every day in the office with supervisors who are short sighted and low in people skills. The person who intimidates is usually short on both patience and relationships. Frequently — they intimidate because they are insecure and are many times intimidated themselves.

### The Good and the Bad News . . .

**The Good News:** This method of influence is often the quickest way to get results. Everyone hops when the leader says jump.

**The Bad News:** This method is short lived. It causes turnover in organizations. No healthy person stays in this kind of an environment very long.

Self Evaluation: How often do you use intimidation to influence others?									
Never	<	1	2	3	4	5	6	>	Often

### 3. Manipulation

This third method is slightly better, but still involves the leader taking the low road. With manipulation, the follower may technically get to choose his involvement but still doesn't win. It is a win/lose proposition between the leader and followers. Eventually, the followers feel resentment over the conditions in which they must work. They begin to play the role of a

victim — and steal time or resources from the organization believing they deserve it since they've been treated so poorly. Instead of going the "extra mile" they cheat their way along the first mile.

### Characteristics of Manipulative Leadership:

- a. One person WINS the others Loses.
- b. Control of the situation is one sided.
- c. The followers feel they've been taken Advantage of.
- d. A we / They perspective sets in.
- e. People begin to be Suspicious of each other.
- f. Partners start vying for Power and Control.
- g. There is personal kingdom building going on.

The opposite of manipulation is servanthood.

Self Evaluation: How often do you use manipulation to influence others?									
Never	<	1	2	3	4	5	6	>	Often

#### 4. Exchange.

This form of influence is neutral. Up until now, each kind has been temporarily productive but unhealthy. For the first time — the leader now is operating with no hidden agenda. There is no need for damage control. They are simply saying: "I'll scratch your back — and you can scratch my back." That's what exchange is all about. It is a give and take. This is probably the most popular form of influence in America today. Millions of Americans show up at work each day not because their boss is motivational or encouraging, but because he/she promised them a paycheck at the end of the month. This kind of influence keeps score and is aware of whose turn it is to give.

**The PROS of "exchange":** It is fair and just. All parties have agreed to the conditions. It is influence based upon contract. There is no hidden agenda. Everyone wins to a degree.

The **CONS** of "exchange": It only works until one of the parties gets a better exchange somewhere else. It ultimately is still self-serving. All look out for their own best interests.

Self Evaluation: How often do you use exchange to influence others?									
Never	<	1	2	3	4	5	6	>	Often

## 5. Persuasion

At this point, our list of "methods of influence" begins to become positive. When a leader persuades a follower to act, they frequently use words, just like in manipulation or intimidation. However, with persuasion — the follower sees the benefits of working with and for the leader. While it may have taken considerable time for the leader to talk them into it, they are not forced to act, they become hungry to act. They don't have to do it, they want to. Persuasion literally means: "through sweetness." The leader has convinced the person with positive words. They are convinced just as the leader is convinced.

When a person is persuaded, they have engaged their entire soul, mind, will and emotions. It can be understood in the Chinese analogy of the cart and two horses:

1. The will = the cart
2. The mind = a horse
3. The emotions = a horse

They understand that if the "cart" was to move forward, both horses had to be mobilized. So it is with the heart of man. This is why Proverbs tell us to "trust in the Lord with all of our heart . . ."

Self Evaluation: How often do you use persuasion to influence others?									
Never	<	1	2	3	4	5	6	>	Often

## 6. Motivation

From a purely human standpoint, this is the highest type of influence. It has been said that people are naturally motivated — but as we age, we become de-motivated. We need someone to help us tap into that inner yearning to do something significant. That the leader who motivates others understands that the people really do want to act, but simply need some other human (outside) motivation to get up and do it. Action becomes the result of

inward desire plus outward stimulation. This explains the huge market for motivational speakers and resources in the business market. The information presented isn't necessarily new, but it engages their passion and longing to do something great. When a husband says, "I love you" to his wife — it is motivating her. Why? It is not new information. However, the message engages her soul with words she needs and wants to hear.

The word "motivate" is taken from the same root as "movement." We are moved when a leader speaks to our inward . . .

<u>NEEDS</u>	Things we need to have in our day to day life
<u>Interests</u>	Things we're curious about or have an interest in
<u>Concerns</u>	Things we are concerned about or fearful of
<u>Desires</u>	Things we deeply want in our heart of hearts

Ask these three questions:



1. What do you sing about? *what makes you happy*
2. What do you cry about? *what makes sad - hurts*
3. What do you dream about?

*find key to person heart → turn key slowly - never violate person*

Self Evaluation: How often do you use motivation to influence others?									
Never	<	1	2	3	4	5	6	>	Often

## 7. Spiritual Authority.

This is the highest form of influence in the Church. Not everyone has it, nor is it easy to wrap your arms around. It is influence that is derived from the life of the leader as well as from the presence of God. When a leader has spiritual authority, God prompts His people to act through that leader — but it is divine. It is not dependent upon eloquence — just ask Moses. It is not dependent upon being tall and rugged — just ask David. It is not dependent upon having a brilliant or trained mind — just ask Simon Peter. When a leader has authority, people act knowing that they are linking up with something and someone bigger than themselves or the leader. The influence, in fact, can be frightening to the leader. They know it is bigger than they are — and they don't want to abuse it. This is why God so often chooses to break a leader before He uses him profoundly. Our Lord knows power can be entrusted only to those who are conformed to His image. Being broken transforms the leader

from a "boss" to a humble servant. Consequently, we most often see spiritual authority flowing from a leader who is committed to serving those who follow.

### Spiritual Authority Stems From . . .

#### a. HONORING + SERVING PEOPLE

David got his authority this way with his mighty men. They began as distressed and discontented men, but ended up being called "mighty men of valor." How were they so transformed? David modeled servant leadership for them. He honored them.

**Questions:** How do I model servanthood to others?  
Do I honor those I lead?

#### b. ANOINTING + GOD'S PRESENCE

Joseph got his authority this way. All along the way — from the pit to the prison to the palace, the scripture kept saying: "But God was with Joseph . . ." People could sense the presence of God and the anointing on his life to do something great. It was evident.

**Questions:** Is God's anointing evident in my life?  
Do people sense God's presence?

#### c. GIFTEDNESS + COMPETENCY

Daniel got his authority this way. Whenever kings did not know what to do, they called their magicians. And when they couldn't figure it out — they called on Daniel. There was a gift in Daniel that made him competent for each challenge facing the nation.

**Questions:** Do I have an evident leadership gift?  
Do people look to me for direction?

#### d. CONVICTIONS + PASSION

Paul got at least part of his authority this way. While he was a man with a brilliant mind and a servant's heart — people followed his passion. He had spiritual convictions that won the respect of those who even disagreed with him, including Pharisees and Centurions.

**Questions:** Do my convictions win the respect of others?  
Do people follow my passion?

Self Evaluation: How often do you use spiritual authority to influence others?									
Never	<	1	2	3	4	5	6	>	Often

## Influence in the Bible . . .

Influence shows up vividly in the Scripture . . .

- We are commanded to manage our influence with others. *Colossians 4:5-6*
- We are called "salt" and "light" in the world, implying influence on it. *Matthew 5:13-14*
- We are told to not be influenced by evil, but to influence the evil. *Romans 12:21*

The apostle Paul was forthright and unashamed regarding his ambition to influence others for the Kingdom of God.

"Therefore, knowing the fear of God, we persuade men . . ." *1 Corinthians 5:11*

We often tend to shrink from trying to influence others. We are sensitive to the negative face of power, to the pressure to be politically correct and to tolerate others rather than to change them. We fear it will be perceived as manipulation. It seems we need a reminder of the conscious pursuit of influence among the early church leaders.

## An Equation . . .

Who We Are + How We Say it = our level of influence.  
(Credibility + Communication = Influence)

## Credibility: Who We Are

Credibility is the first piece that defines our influence. Credibility comes from who we are, more than anything else. It is more about substance than style. It stems from the identity we truly possess, more than the image we try to project.



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## Why Do People Listen and Respond to Leaders?

Example:

1. Relationships — People listen because of who you know. Jimmy Carter
2. Sacrifice — People listen because of what you have suffered. Mother Teresa
3. INSIGHT — People listen because of what you know. Ben Franklin
4. Experience — People listen because of what you have achieved. Abner Schwartz Kof
5. Abilities — People listen because of what you are able to do. Michael Jordan
6. Intuition — People listen because of what you sense. Bill Gates
7. Character — People listen because of your integrity. \_\_\_\_\_
8. Humility — People listen because of your heart. \_\_\_\_\_
9. Relevance — People listen because you identify with their needs. \_\_\_\_\_
10. Conviction — People listen because of your passion. \_\_\_\_\_

### Self Evaluation:

Why do people listen to me? \_\_\_\_\_

\_\_\_\_\_

List your top two responses, from this list: \_\_\_\_\_

\_\_\_\_\_



## Communication: How We Say It

There are ten methods of communication found in the New Testament. Each of the terms are used to describe how a person or group attempted to influence others and change their minds:

1. \_\_\_\_\_ Greek word: *metabollo*

"To change someone's mind through the presentation of evidence."

"... God did not lead them by the land of the Philistines, even though it was near; for God said, "Lest the Philistines change their minds (the Israelites) ... and they return to Egypt."  
**Exodus 13:17 (Hebrew: nacham)**

2. TO ENTICE Greek word: *deleazo*

"To lure, bait or invite someone in such an attractive fashion that they want to change."

"They have eyes full of adultery and that never cease from sin; they are enticing, unstable souls, having a heart trained in greed, accursed children ..."  
**II Peter 2:14**

3. TO PERSUADE Greek word: *peitho*

"To bring a person to the point where they have total confidence in the leader's direction."

"The chief priests and elders were able to persuade the multitudes to ask for Barabbas, and put Jesus to death."  
**Matthew 27:20**

4. TO REASON OR TO TEACH Greek words: *sophronizo* and *didasko*

"To recall a person to their senses, using information and logic."

"And the things which you have heard from me in the presence of many witnesses, these entrust to faithful men who will be able to teach others also."  
**II Timothy 2:2**

5. TO APPEAL Greek word: *protrepo*  
Hebrew word: *tsaag*

"To cry aloud or beckon one to act in response to your words."

"And it came about at the end of seven years, that the woman returned from the land of the Philistines; and she went out to appeal to the king for her house and her field."

**II Kings 8:3**

6. To Admonish

Greek word: *noutheteo*

"To warn or caution others through communication the consequences of stagnation."

"Therefore, be on the alert, remembering that night and day for a period of three years I did not cease to admonish each one of you with tears."

**Acts 20:31**

7. To win over

Greek word: *kerdaino*

"To gain someone back from an opposing perspective, with words of urgency."

"If your brother sins, go and reprove him in private; if he listens to you, you have won your brother."

**Matthew 18:15**

Finney  
Bill Hybels

8. \_\_\_\_\_

Greek word: *parabiazomai*

"To press or compel someone passionately to change, to the point of restraint."

"And they urged Him (Jesus) saying, "Stay with us, for it is getting toward evening, and the day is now nearly over." And He went to stay with them."

**Luke 24:29**

Billy Sunday

9. To Convince

Greek word: *plerophoreo*

"To build convictions in someone, so that they are fully persuaded."

"You, however, continue in the things you have learned and become convinced of knowing from whom you have learned them."

**II Timothy 3:14**

10. \_\_\_\_\_

Greek word: *parakaleo*

"To come alongside and counsel someone; to help and strengthen them to change."

"Therefore, encourage one another and build up one another, just as you also are doing."

**I Thessalonians 5:11**

### Self Evaluation:

1. Which of these methods are most natural for me? \_\_\_\_\_  
Which do I employ most often in my leadership? \_\_\_\_\_
2. Now, consider your congregation. To which method do they respond most positively?  
\_\_\_\_\_  
Is there a match between my style and their responsiveness? \_\_\_\_\_  
\_\_\_\_\_
3. Do I believe I should learn to employ new methods of communication to reach a greater variety of people? \_\_\_\_\_

### Observations of Influence in the Bible . . .

1. All of these methods are appropriate, depending on the timing.
2. None of them are high handed, abusive or harsh. None are authoritarian.
3. They each are motivated by having others' best interests in mind.
4. They all included loving and serving others in some fashion.
5. They are all conscious, intentional efforts to influence someone else.

### Questions:

1. Why do I want to influence people?

**Answer:** \_\_\_\_\_

2. How do I influence people?

Answer: \_\_\_\_\_

3. Do my influence methods fit my people?

Answer: \_\_\_\_\_

4. How can I increase my influence?

Answer: \_\_\_\_\_



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**Answers:** Influence; Force; Intimidation; Manipulation; Wins; Loses; One-sided; Advantage of; We/They; Suspicious; Power; Control; Personal; Exchange; Persuasion; Motivation; Needs; Interests; Concerns; Desires; Spiritual Authority; Honoring and Serving People; Anointing and God's Presence; Giftedness and Competency; Conviction and Passion; Who We Are and How We Say It; Relationships; Sacrifice; Insight; Experience; Abilities; Intuition; Character; Humility; Relevance; Conviction; Deliberate or Direct; To Entice; To Persuade; To Reason or to Teach; To Appeal; To Admonish; To Win Over; To Insist; To Convince; To Encourage; Influence; Influence; Influence; Influence.

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