



Influence-Driven Career SuccessTM

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Why Influence?

- *Webster's defines "Leadership", "Command" and "Authority" using "Influence."*
- *Hidden in Plain Sight*
- *"We do what we do and think the way we think because of influence"*
- *Example: Accents*

Why Influence?

- *Diversity and the Death of “Command and Control”*
- *Discovery forced me to reflect on my career*
- *TEDx Presentation Taught me the Role of Intelligent Influence[®] World Problems*

Intelligent Influence[®] Framework



*Internal
InfluenceTM*

*External
InfluenceTM*

*Influence
UnderstandingTM*

*Influence
AwarenessTM*



*Influence
ImpactTM*



*Influence
ActionsTM*

*Influence
ManagementTM*



*Influence
MaximizationTM*

Influence Impact™

- **AUTHORITY INFLUENCE:** *Influence based on position, authority or ability to command (i.e. Phil Knight)*
- **BELIEF INFLUENCE:** *Influence derived by appealing to the common beliefs or faith of others (i.e. Jeff Bezos)*
- **INSPIRATION INFLUENCE:** *Influence derived from the ability to motivate people to act (i.e. Richard Branson)*
- **REPUTATION INFLUENCE:** *Influence derived from the broad based respect of others (i.e. James Burke)*
- **RESOURCE INFLUENCE:** *Influence based on the ability to share valuable corporate assets (i.e. Eric Schmidt)*
- **THOUGHT INFLUENCE:** *Influence derived from a company's innovative ideas or skills (i.e. Steve Jobs)*

Influence ManagementTM

$$**P + S + I = C**$$

Where the symbols represent the following:

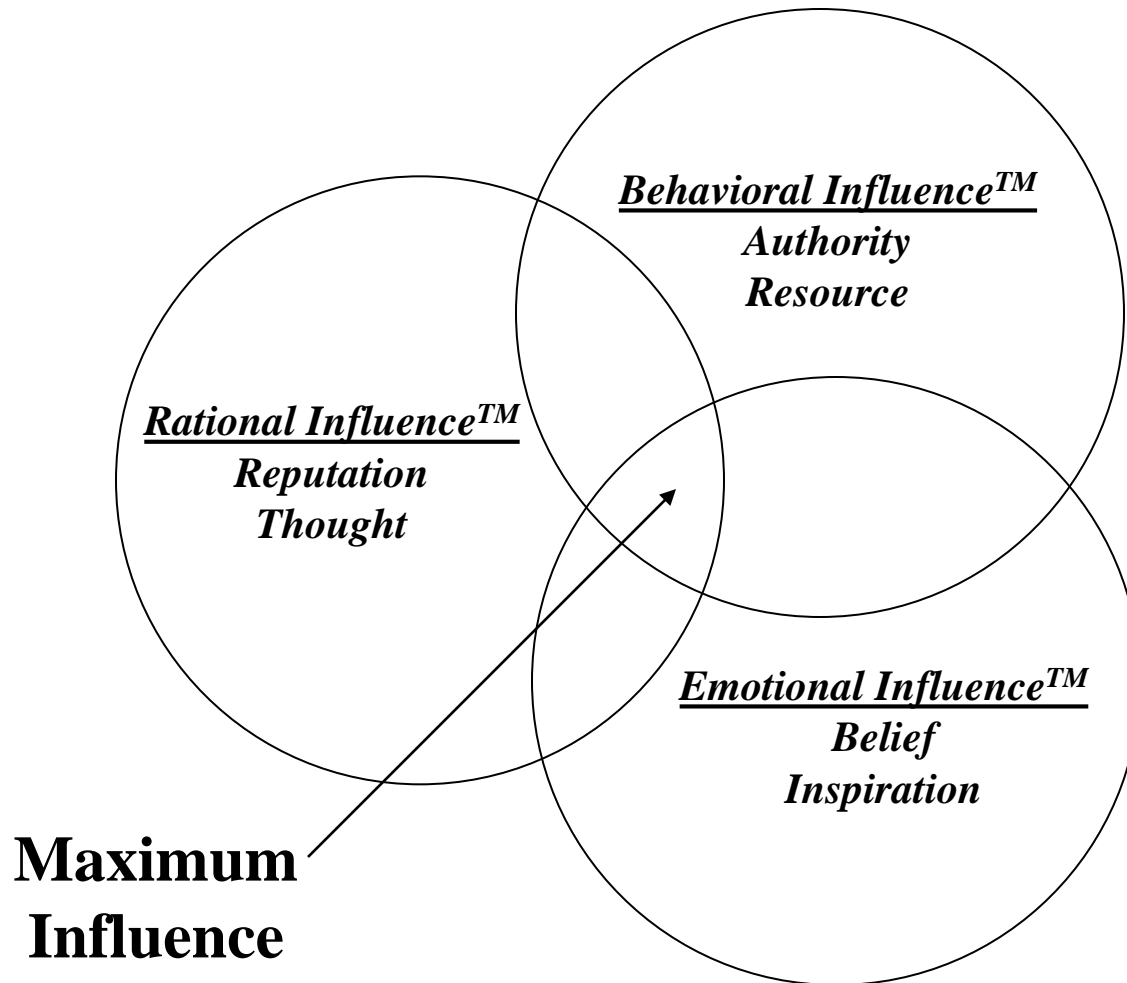
P = Personality – *A person's personality type (as determined informally or by a personality assessment).*

S = Skills - *The special abilities of a person.*

I = Internal Influence - *The ways in which a person is influenced by coaching, training, other people, events and activities.*

C = Capabilities - *The ability of the individual to achieve specific goals and objectives.*

Caldwell Spheres of Influence™



*Internal Influence: My Five Rules of Professional and Life Success**

- 1. Life is Tough*
- 2. Life is Unfair*
- 3. Success Only Comes From Hard Work*
- 4. There is No Excuse for Not Working Hard*
- 5. Treat People the Way That You Want To Be Treated*

**From School To Work To Success by Dale G. Caldwell*

*What is a Good Job?**

Internal Influence Reasons

- 1. Opportunity to Learn*
- 2. Stimulating Work Environment*
- 3. Flexibility*
- 4. Interaction with Mentors*
- 5. Opportunity for Rapid Promotion*

**From School To Work To Success by Dale G. Caldwell*

*What is a Good Job?**

External Influence Reasons

6. *A Good Boss*
7. *Doorway to Significant Career Opportunities*
8. *Social Respect*
9. *Access to Sponsors*
10. *Pay Based on Work Load*

**From School To Work To Success by Dale G. Caldwell*

*How Do I Pick The Right Company To Work For?**

Internal Influence Reasons

- 1. Reporting Relationships*
- 2. The Work Environment*
- 3. How the Job Fits into Career Plans*
- 4. Organization Culture*
- 5. Promotion Opportunities*

**From School To Work To Success by Dale G. Caldwell*

*How Do I Pick The Right Company To Work For?**

External Influence Reasons

6. *Pay and Benefits*
7. *Job Location*
8. *Job Responsibilities*
9. *“Real” Work Hours*
10. *Visibility of the Job*

**From School To Work To Success by Dale G. Caldwell*

*My Ten Rules of Career Management**

Internal Influence Rules

- 1. Clearly Define Your Career Goals*
- 2. Believe that You Can Succeed and That You Control Your Destiny*
- 3. Understand that Success Depends More on Attitude Than Ability*
- 4. Apply Intelligent Influence® Concepts to Your Career*
- 5. Find Life-Balance (Emotional, Rational and Physical Balance)*

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*My Ten Rules of Career Management**

External Influence Rules

6. *Understand that First Impressions are Lasting*
7. *Know That Your Reputation is Your Most Valuable Asset*
8. *Exceed Everyone's Expectations*
9. *Work Harder Than Everyone Else*
10. *Find as Many Sponsors as Possible*

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Influence Enhancement Strategies

- **Authority:** *Set clear vision, mission and goals for a group that you have authority over.*
- **Belief:** *Learn how to eloquently connect the strongly held beliefs of others to specific action steps.*
- **Inspiration:** *Seamlessly integrate what you are requesting with people's desires, hopes, values and dreams.*
- **Reputation:** *Take the time to understand how you are viewed by others and make the necessary public image adjustments.*
- **Resource:** *Share your resources in a way that produces the most benefit for others.*
- **Thought:** *Demonstrate that your thoughts and ideas are original and innovative and relevant to the needs of other people.*

Influence Drives Our World!



- *Influence-Driven Career Success™*
- *Influence-Driven Leadership™*
- *Influence-Driven Employee Engagement™*
- *Influence-Driven Parenting™*
- *Influence-Driven Government™*
- *Influence-Driven Champions™*
- *Influence-Driven Academic Achievement™*
- *Influence-Driven Spirituality™*

Questions

