



**How to Build Your Powerbase & Influence  
ACROSS THE ORGANIZATION**

**HRDQ-U** **WEBINAR**

This webinar is sponsored by

**Leadership Potential**  
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Today's Presenter

# Chris Wong

Founder of

**Leadership** *Potential*  




Why even listen to me?

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# AGENDA

1

Why influence matters

2

Principles of Influence and Trust

3

Process for an Influence Campaign

4

Process for One-on-One Influence

## Check in

Answer in the questions box:

What would be a great outcome from today/make this time valuable for you?



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## Why You Need a Powerbase

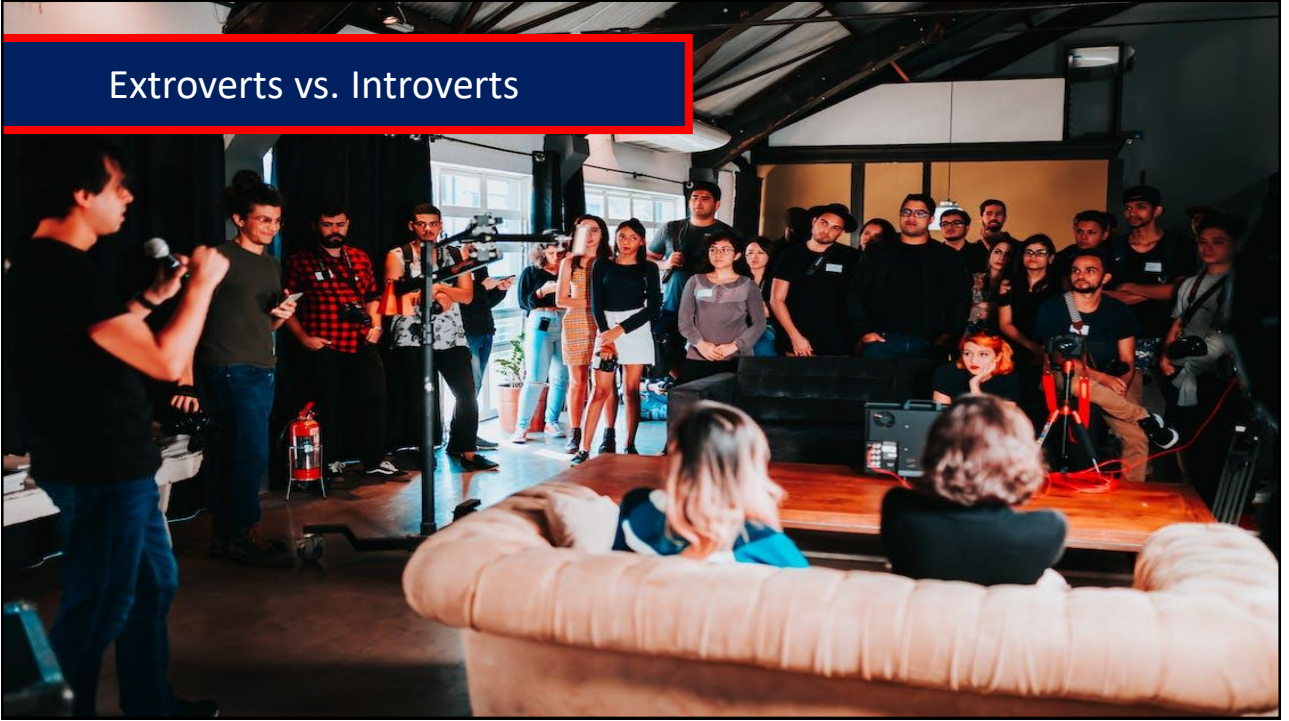


Poll Question:

Which of these beliefs describe you the most?

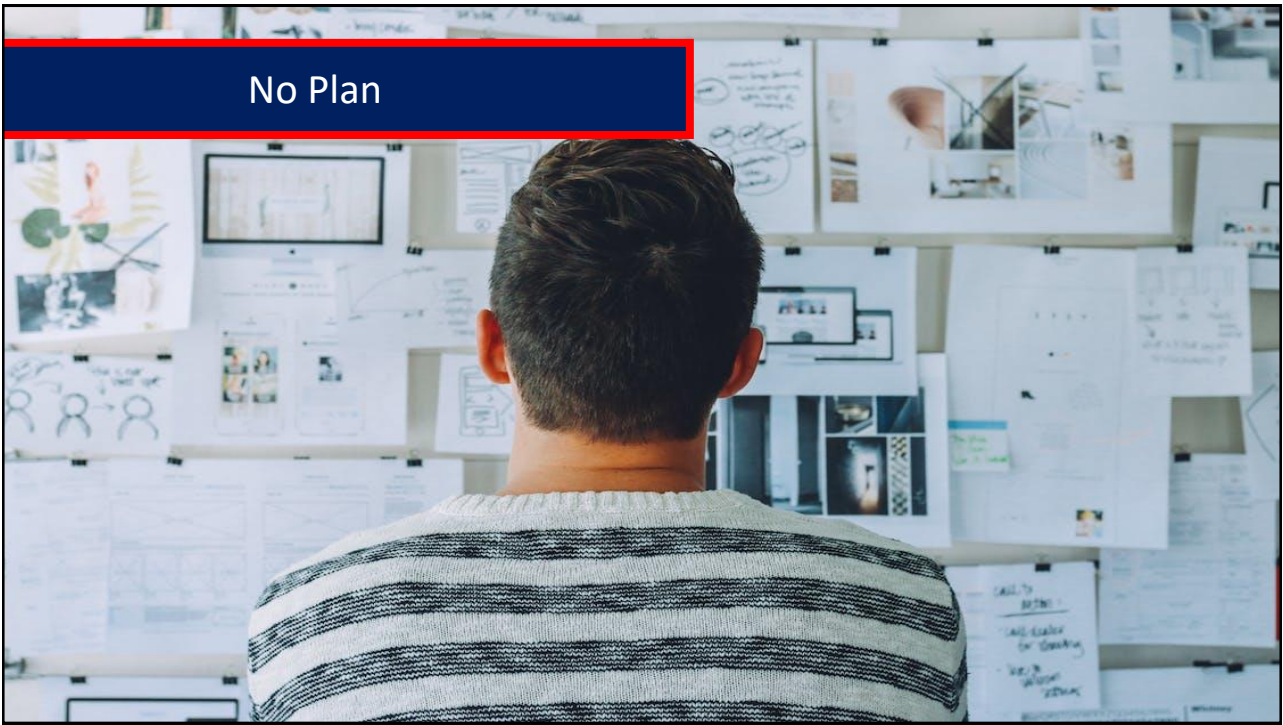
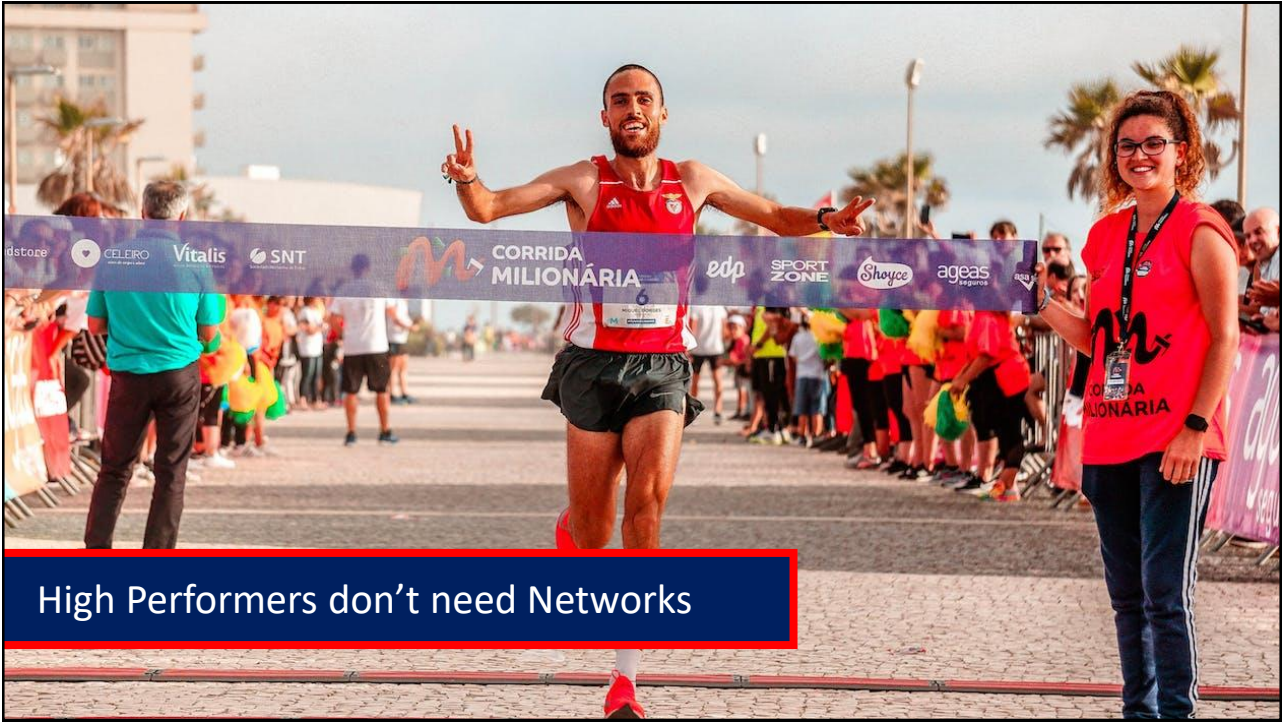
- A. Networking is for extroverts only
- B. Networking is for brownnosers and fake people
- C. If I focus on being great at my job, I don't need to network
- D. I actually like networking/influencing
- E. I have no idea what is going on right now

## Extroverts vs. Introverts



## Perception of Brownnosing





## Discussion

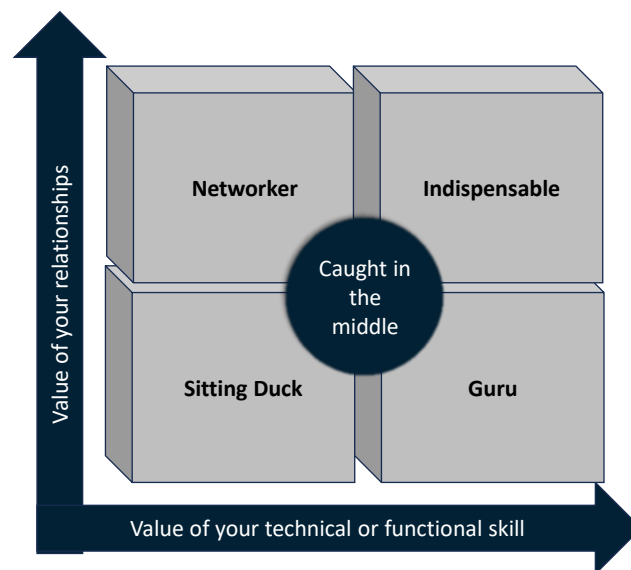
Answer in the questions box:

What would an expanded powerbase help you do?

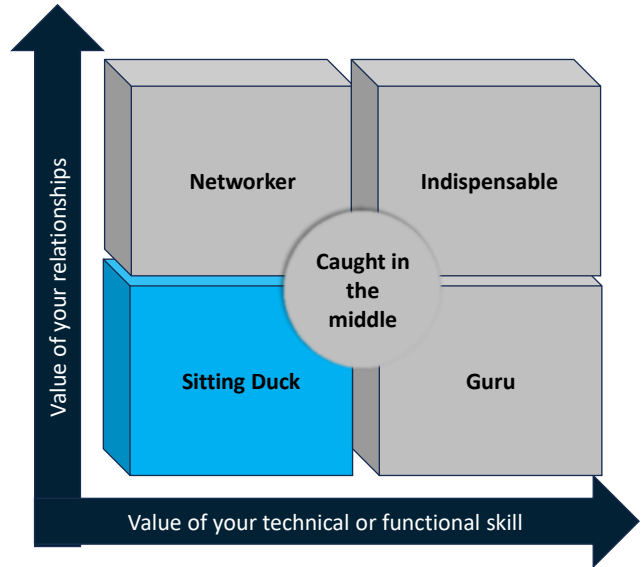


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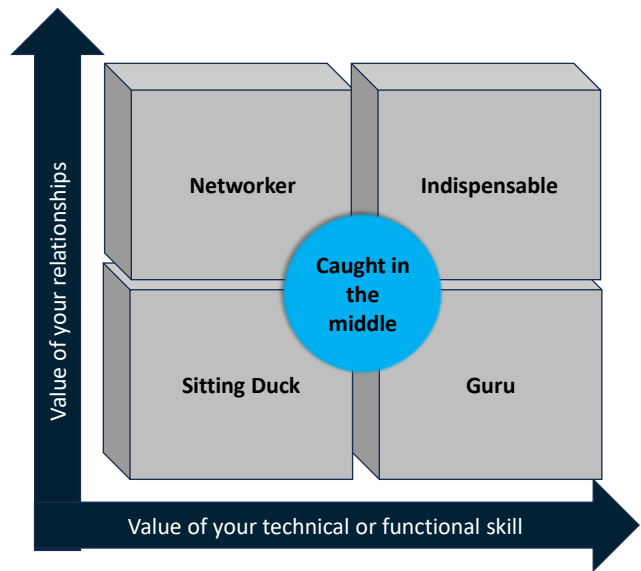
## The Double Spike Approach



# The Sitting Duck

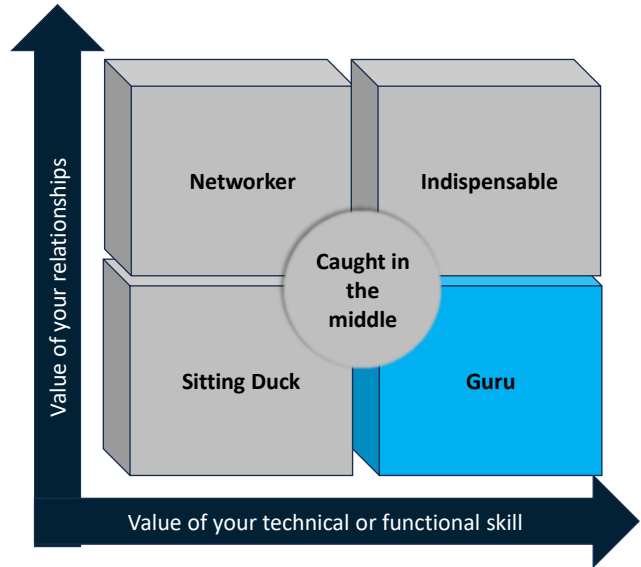


# Caught in the Middle

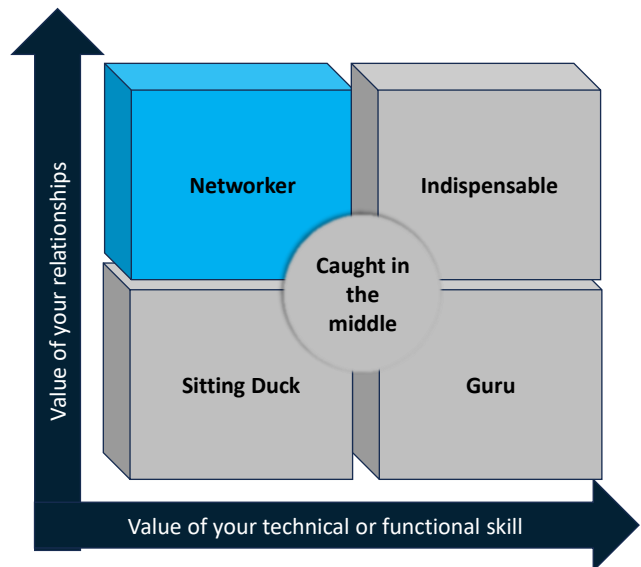




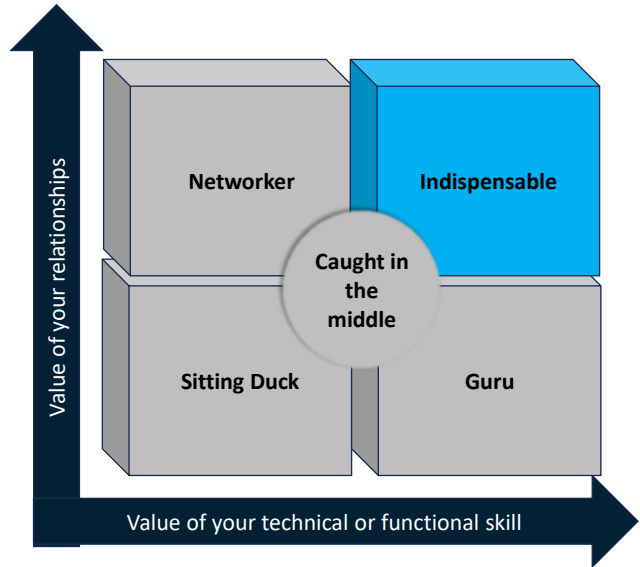
# The Guru



# Networker

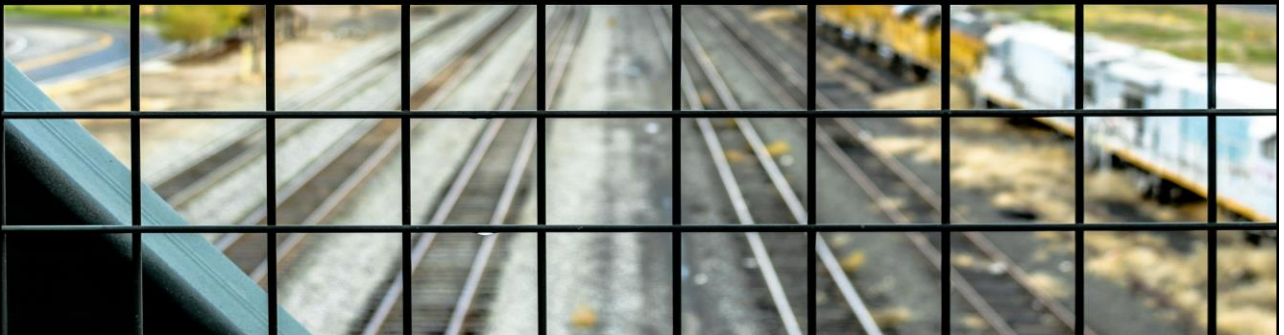


# Indispensable



## Principles of Influence and Trust

*Influence.*



## Discussion

Answer in the questions box:

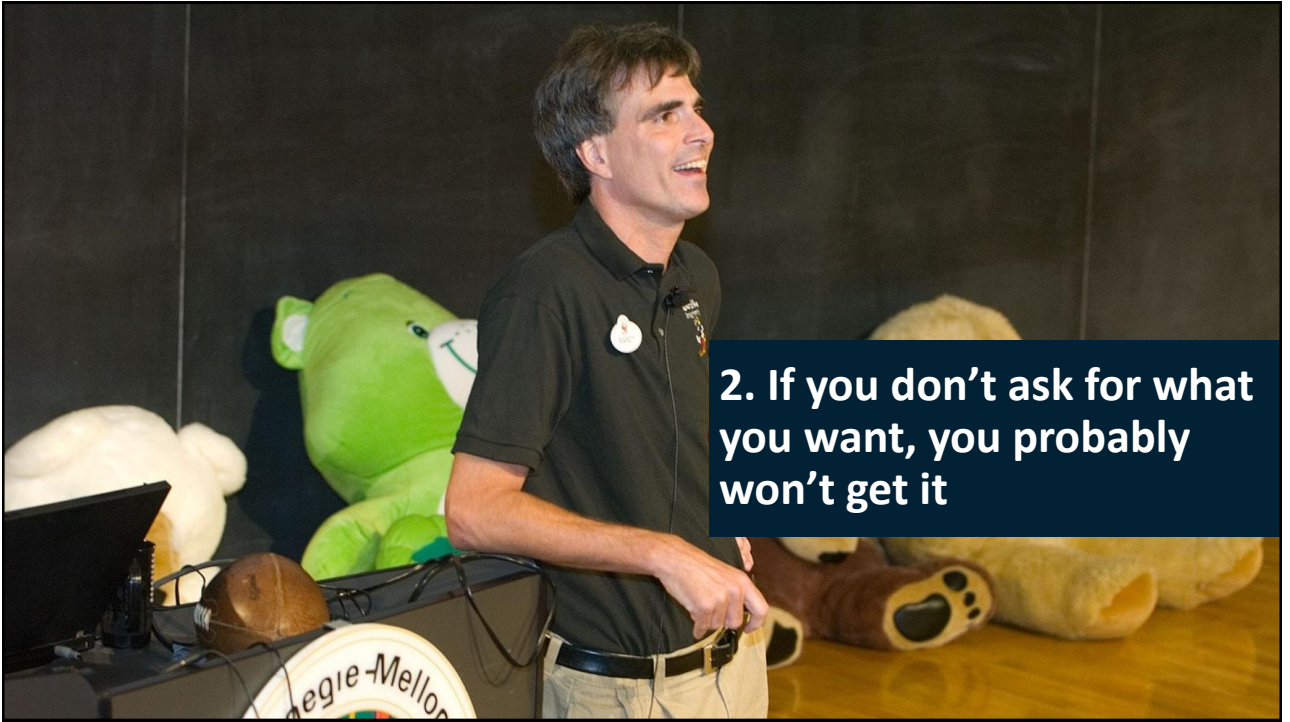
What builds trust between people?



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**1. People do things for their reasons, not yours**





**2. If you don't ask for what you want, you probably won't get it**



**3. Influence happens one person at a time**

## 4. Trust is the foundation

- Deliver results
- Be transparent
- Be accountable
- Confront reality
- Clarify expectations
- Give credit to others
- Extend trust and respect
- Create routines and rituals



## Process for an Influence Campaign



Poll Question:

How many decision makers do you have close relationships with?

- A. 0
- B. 1-3
- C. 4-6
- D. All of them

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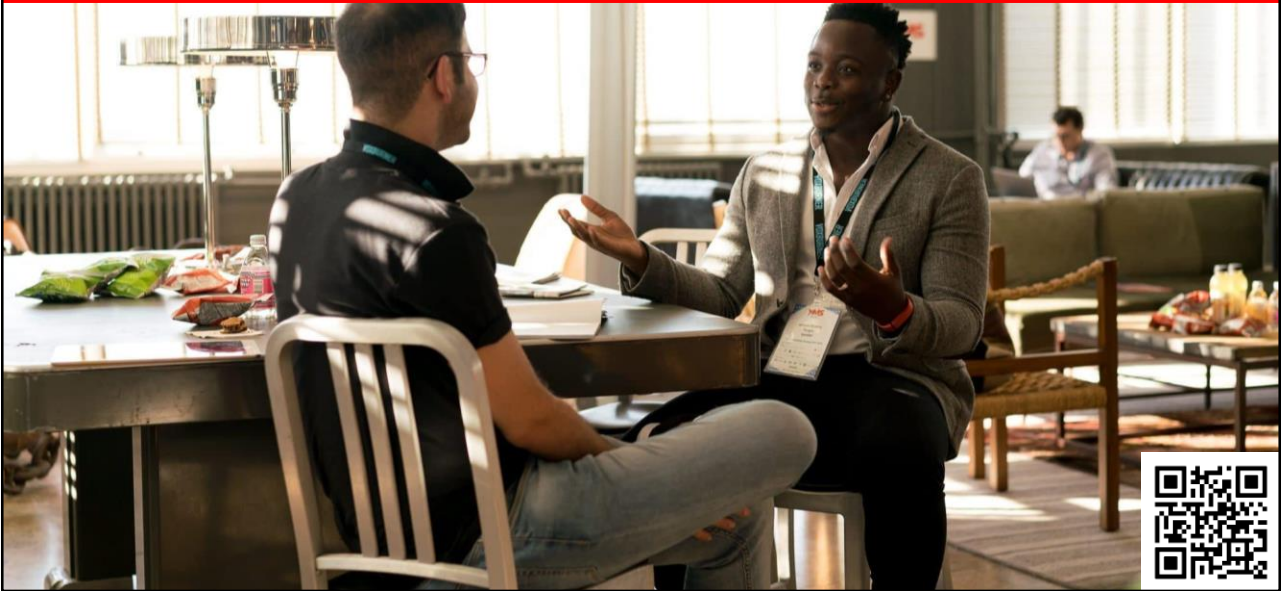


Plan your approach

- Who are the stars in the organization?
- Who holds formal power?
- Who holds informal power?
- Who is leading “hot” projects, teams, or groups?
- Look at every department



## Process for an One-on-One Influence



## Build Social Capital and Strong Relationships

- Goal of relationship
- Current state/gap
- Communication style
- Personal/professional motivation
- What do they value?
- What value can you bring to them?
- What matters to them? Their team?
- Who influences this person?
- 3 ways you can build this relationship



*"Make myself someone they want to help or they want to make happy"*



## Build Social Capital and Strong Relationships

- Regularly reach out to department heads and keeping them informed of progress
- Follow up on commitments
- Manage setbacks collaboratively and calmly
- Maintain positivity and persistence
- Call out the wins
- Get personal and vulnerable
- Manage your own expectations



*"Make myself someone they want to help or they want to make happy"*



## Discussion

Answer in the questions box:

If you were going to choose one skill from this webinar to implement, what would it be? How would you make it a habit?




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## Connect with me

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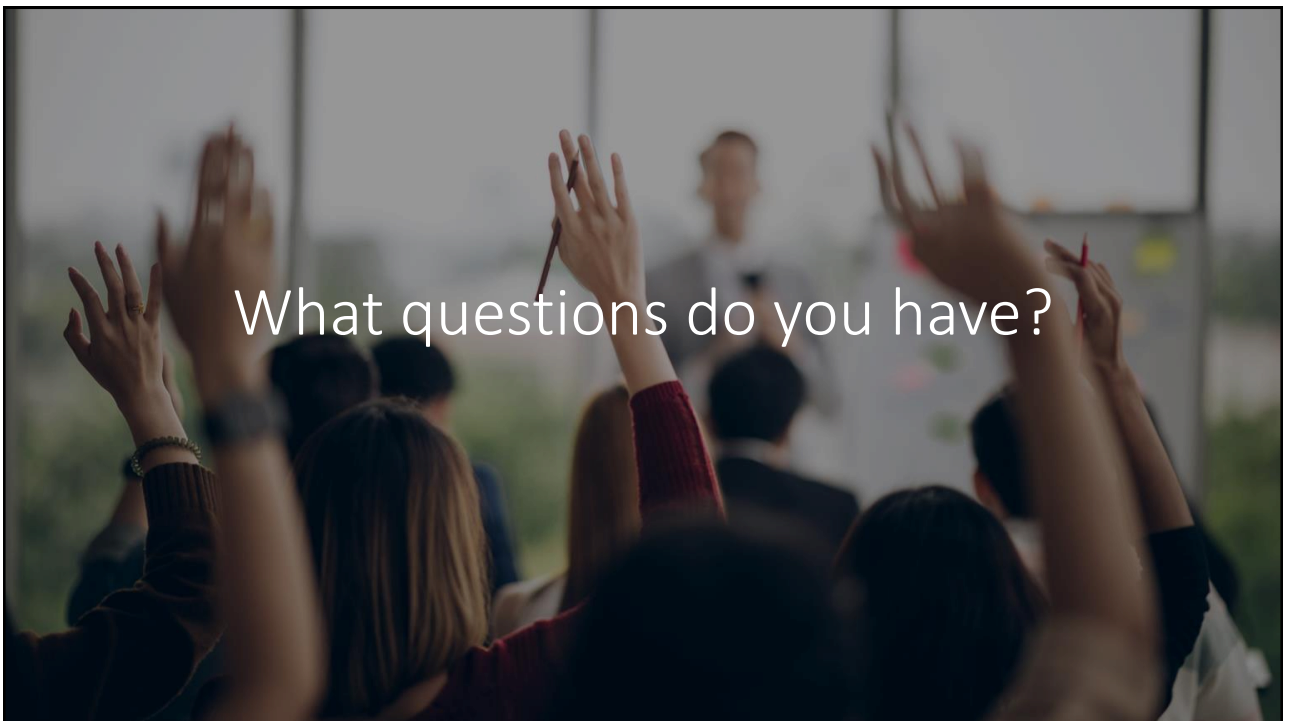
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