The Neuroscience of Influence

LONE 2019 Spring Conference
April 25, 2019

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AGENDA

- **Gain awareness** and appreciation for the origins of our internal dialogue in order to make more conscious choices

- **Generate insight** and understanding into new scientific discoveries which have the power to rewrite many of the narratives we have accepted as the way things are

- **Inspire action** for increased ownership of our personal and professional lives as it relates to influence and empowerment
the paradox
### INFLUENCE vs. INFLUENTIAL

<table>
<thead>
<tr>
<th>INFLUENCE</th>
<th>INFLUENTIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>External Event</td>
<td>Internal Process</td>
</tr>
<tr>
<td>Title</td>
<td>Testimony</td>
</tr>
<tr>
<td>This is About “Them”</td>
<td>This is About “YOU”</td>
</tr>
<tr>
<td>Making a Change</td>
<td>Creating a Shift</td>
</tr>
<tr>
<td>State of “Doing”</td>
<td>State of “Being”</td>
</tr>
</tbody>
</table>

#### SEVEN INFLUENCE TRAITS®

- Likeability
- Confidence
- Commitment
- Empowering
- Passion
- Courage
- Trustworthiness

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A measure of how positively you are viewed by others and how they feel about themselves when they are with you

The measure of trust or faith you have in yourself and your abilities

A virtue that shows up as honesty, keeping promises & demonstrating integrity

Underlying force behind achievement that represents a defined sense of purpose

The gift of your spirit united with your life experiences

Sharing information, rewards, and power with others

The strength, power and determination to meet challenging circumstances head on

What if CONFIDENCE was removed from every person in your organization?
What if the ability to EMPOWER was removed from every person in your organization?

What if TRUSTWORTHINESS was removed from every person in your organization?
1. What role does influence play in my leadership?

2. Which influence trait do I rely on the most and how?

3. How can I use my Seven Influence Traits® in defining myself as a leader and/or to invest in my future leadership self?
Cause and effect is far removed in space and time
The strength, power and determination to meet challenging circumstances head on
DETACH FROM THE DRAMA

HERE I AM TO SAVE THE DAY!!
HERE I AM TO SAVE THE DAY!!

BLAME
Can you relate?
70%
“The lessons we can learn from these experiments has to do with the power of our words . . .”
Is it the system?

Is it me?
the Narrative
The #1 question at the end of 2017 was WHY - why now?
<table>
<thead>
<tr>
<th>Awareness</th>
<th>Current Mental Model</th>
<th>Choice</th>
<th>A New Mental Model</th>
<th>Freedom</th>
<th>Your Desired Future</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kari</td>
<td>I expect perfection</td>
<td>I believe DONE is better than perfect</td>
<td>IAM enough</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rane</td>
<td>I have to meet all demands</td>
<td>I CAN say no</td>
<td></td>
<td>Here is what I am willing to do</td>
<td></td>
</tr>
<tr>
<td>Gabriella</td>
<td>I need permission/approval</td>
<td>I TRUST my own decisions</td>
<td>I can move forward in confidence</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Darsha</td>
<td>I should accept what is said</td>
<td>I CAN pause, reflect and choose</td>
<td>I choose to rewrite the narrative</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Avalene</td>
<td>I am not qualified enough</td>
<td>I AM the right one for the opportunity</td>
<td>There is enough for me AND you</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jalilah</td>
<td>If I work hard enough, I will be rewarded</td>
<td>I can advocate and CARE for myself</td>
<td>I own and articulate my value</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nikki</td>
<td>I'mockey in the background</td>
<td>I AM powerful and that's okay</td>
<td>My power is MUCH needed in this world</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Staying these mindsets to stand in the way. Slowly allow your light to shine brighter... Go forward and unleash your best self!
Transformation

is a beautiful thing

Keala Settle

#BetterTogether
Why?

History
His Story
Our Story
1. Be aware of someone else’s Narrative come out of YOUR mouth

2. Start asking “WHY” about everything – externally & INTERNALLY

3. You are wired for the times – CHOOSE to step into your power
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