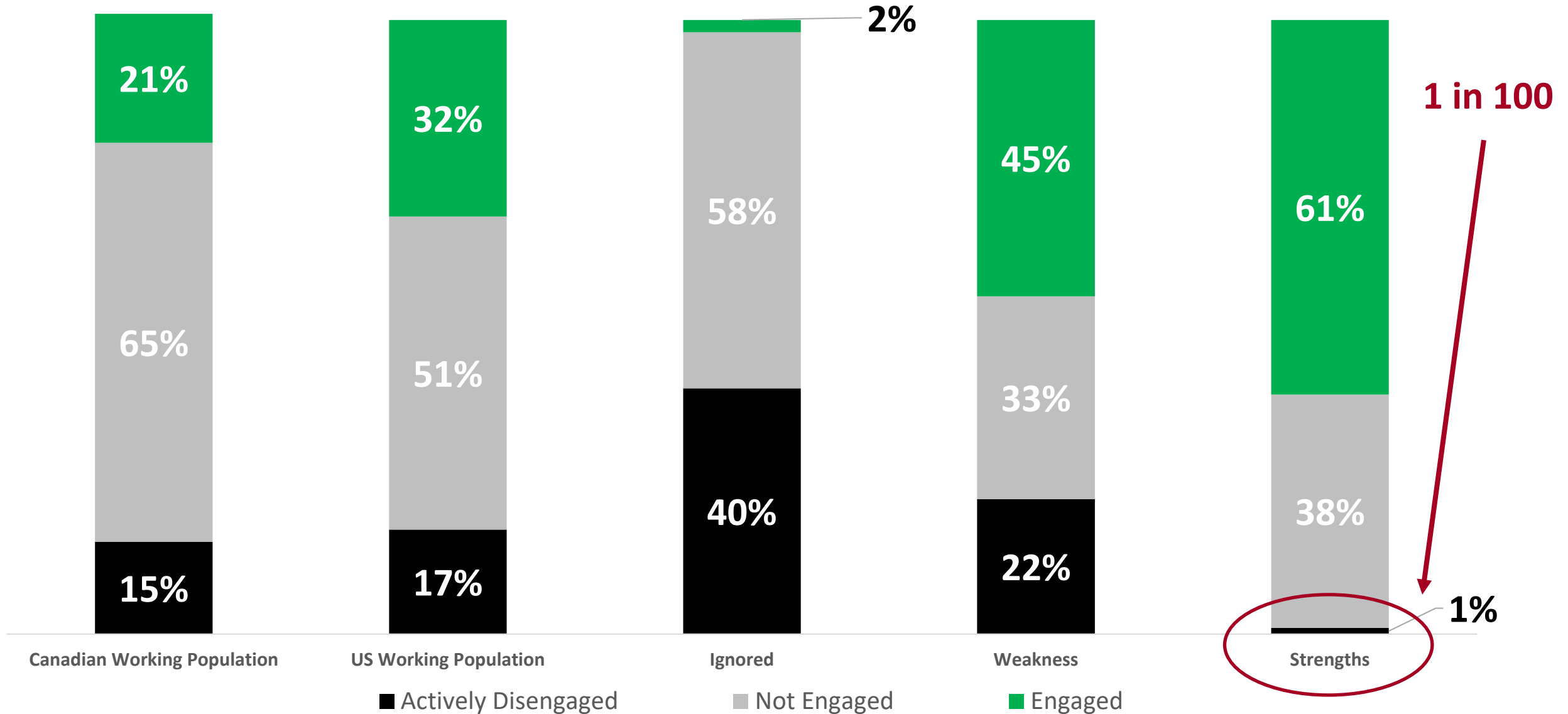
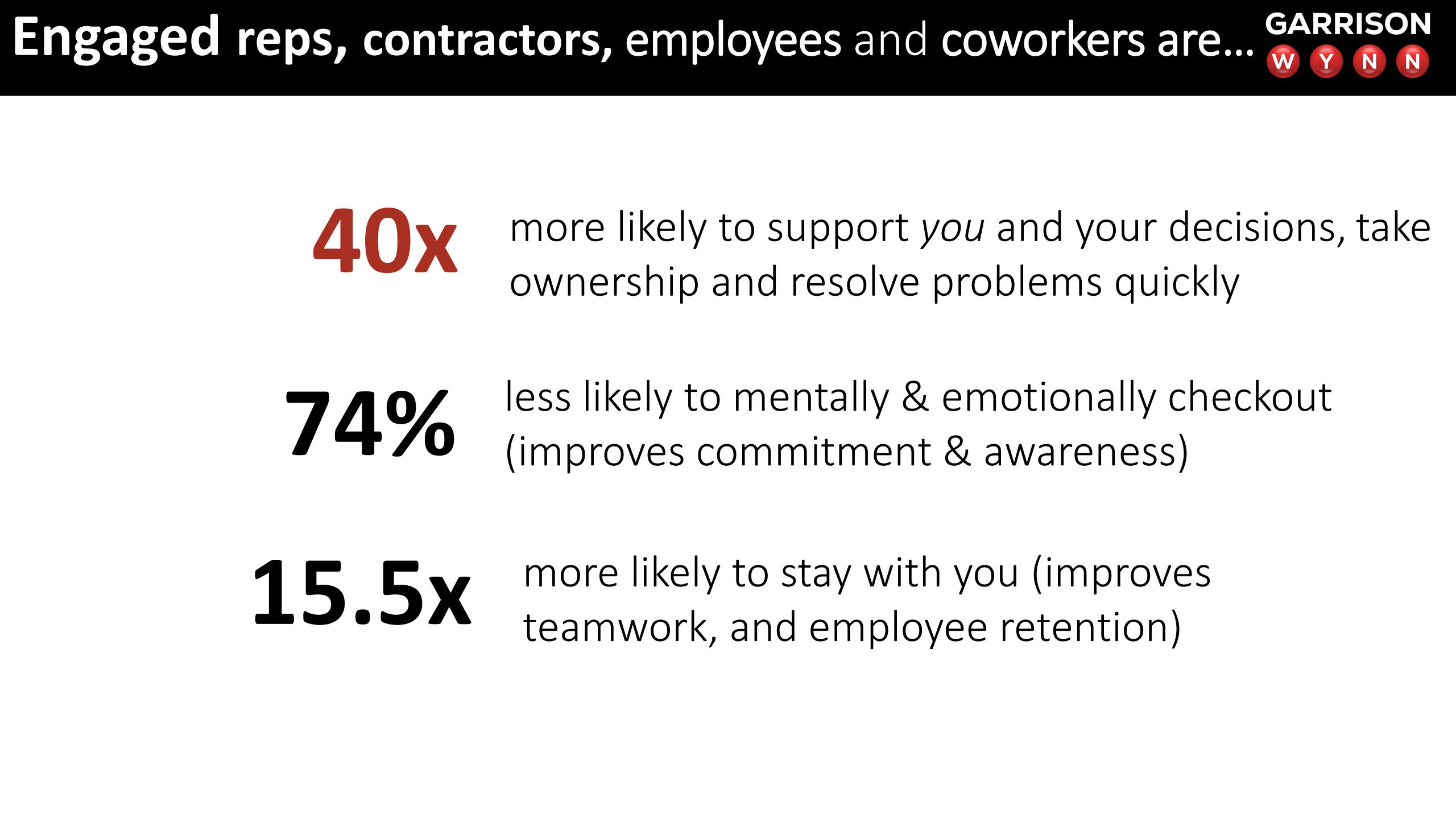




# What The Most **Influential** Do Differently

# Curing Disengagement: Latest from Gallup





**9x**

more likely enjoy working together  
& more likely look-out for each-other

**43%**

Safer on the job (fewer incidents, more  
focused and less complacency)

**86%**

more likely to be loyal to you, your offer,  
the job, the project and the culture

Making people feel **valuable** and focusing much more on strengths than weaknesses, allows everything else you do to get better results!

# Engagement Creates a **Culture** of Clarity and Loyalty



A dog is not loyal  
because you love it...

CLARITY  
My aunt Ethyl

- What does a good job look like when it's finished? Not just the steps to get there
- Do you know ***what the other person values most?***
- ***Are the priorities and non-negotiables very clear on each side?***
- Are we asking the questions that make this kind of clarity happen?

The best question for creating loyalty

“

**Is there a question I didn't ask you  
that you believe I should have?**

”

It proves you listened; it proves you care;  
and it may get them to ask the question they were afraid to ask.



**Offer understanding and guidance, not just expertise:  
Let people know that you value their experience.  
People need to see what they already know matters.**

**People get loyal when shown how  
their **OWN knowledge and abilities** help them succeed.**

**Helping people to develop their own brilliance is  
much more effective than just giving them yours!**

# Generational Success : Acceptance = Influence

- 17%** Of Canadians age 20 to 24 years old are classified as NEET [Not in Employment, Education or Training] (Statistics Canada)
- 38%** Of unemployed people in the U.S. age 22-32 years old are not looking for a full-time job/52% (Gallup, Pew Research & Apa.org)
- 42%** Of all Americans said they do not believe in statistics at all

Not enough people, turnover or growth (new people)

=

An overwhelmed workforce, & reduced engagement

## Making Relationships Worth It

People quit people, not the job or conversation: What flies...

**How people quit has changed** (Bob vs Brandon)

**Bulldozer parenting** created a lack of resilience, and increased sensitivity

---

## Solutions

## Influence 18-30

Why, end-result, urgency level,  
I have faith in you

---

Not all young people are the  
same: Dylan GPS /4 kids

Worst **leadership/influence** strategy:  
Wishing people were like you

We must deal with people for who they are...  
not who we wish they were!

You don't have  
to like me you  
just have to  
respect me!

No...these days  
no-one  
respects  
people they  
don't like

It's the end of  
jerk-ism!  
Being a jerk, no  
longer works

So, it takes a  
basic level of like-  
ability to have  
any positive  
influence these  
days

**People can't give what they were never exposed to. Treat  
people the way you want them to treat others!**

**It's how you create a culture of change that sticks**

- We are our age: 20's to 30's, 40 to 50's, 60's over 75 (age affects reactions)
- Under 35 Kindergarten/partner vs compete/I'm old enough
- The greatest impact on any generation is the one before it
- Frontal cortex (decision making/impulse control) not fully developed until age 26
- A sense of belonging & participation can override impulse: Inclusion = Success
- **Change is a non-negotiable**, so we have to drive that message strongly
- Being too harsh can backfire I told my GF she needed to embrace her mistakes

**Sometimes we forget the basics and then wonder why the specifics don't work!**

# Simple = Buy-in

## 6 PEOPLE LAST YEAR HOSPITALIZED

---

for biting McDonalds Hot-Apple pies (simple wins)

**If you can't simplify something**, people think you don't understand it well-enough yourself...**simple is the new smart**: No-one buys into an idea they don't understand! "You can't scale complicated" The more moving parts, the more likely it is to break down.

**Complacency:** Ex-wife/Root of complacency  
(I'm so confident that I have it, I stop using it)

## Success = complacency?

**Winning makes you less likely to prepare** and double-check (engaged workers who feel supported by their boss and **negotiators** that feel they have the support of the organization, are more likely to be prepared).

- Give people the steering wheel and the GPS... people won't own results if they think someone else is driving. Ownership = Influence
- Celebrate the small wins. The State Superintendent of Education in Mississippi said his goal is to be 49<sup>th</sup>
- Celebrate progress not just perfection. Call out efforts, not just successes. Don't let small disagreements stop you from taking action.
- **Perfection is the foundation of procrastination.**
- Collaboration isn't punishment. It proves success, historically delivering better results and wisdom as we scale. And we learn a lot from failure.

**True wisdom is reached when you've made so many mistakes there's nothing left to do but succeed!**



- Listen like you mean it: Not just “waiting for your turn to talk”
- You showed up with the answer and you're just waiting for the pause!
- Savoring *small* agreements is better than a *big* staring contest.
- Avoid the hockey glare (like you're about to drop the gloves).
  - Disagreement is the foundation of true agreement
  - Disagreement sparks dialogue, and dialogue builds trust (if we let it)
  - Recently learning how the Ancient Romans made self sealing concrete should teach us that not sharing ideas can really delay progress

**We can all agree that people who think they know everything really upset those of us who do!**

# Integrity = Influence

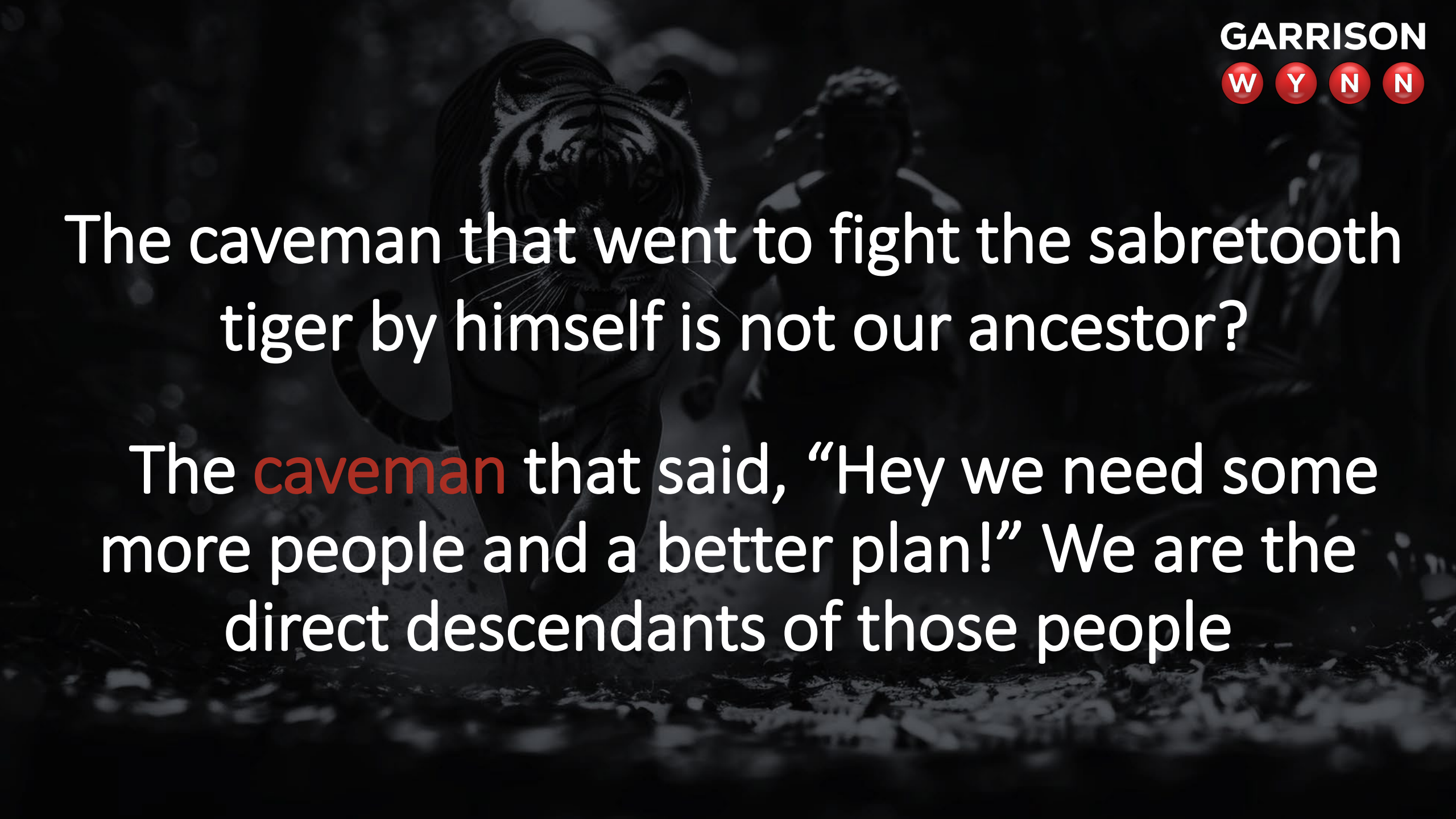
- 25-year veteran worker: Personal success vs the integrity of group safety
- It's likely a time will come when you will not be able to keep your promises or make things as fair as you'd like them to be.

“Integrity is not just doing what you said you would do; it's about **cleaning up the mess** caused by not doing what you said you would do.”

Older people may *not* be willing to speak up because they were taught to tough-it-out; or fear being viewed as unadaptable. Younger people think speaking up means they are being annoying. So, they hesitate to ask questions or provide important information.

Just because angry Bob was fired in a meeting in 1997 (he threw a chair) does not mean you cannot say what you think now!

**“It takes more guts** to asked for help than it does to say you don’t need any help, and please annoy me before you let me die!” **Success (and safety) is a team sport**



The caveman that went to fight the sabretooth tiger by himself is not our ancestor?

The **caveman** that said, “Hey we need some more people and a better plan!” We are the direct descendants of those people

# Change is Mandatory... Stress is Optional

- Stress is not a thing, it's a belief that makes us worry/Hospitals & airplanes
- Expect bad news (war, economy, politics, scary new tech and pandemics)
- Focusing on problems we can't solve creates stress: Social media distracts us
- **Focusing on problems we can solve** reduces stress (accomplishment = less stress)
- Stressed-out = micro-management = lack of trust = lack of focus = burnout
- Doing what's important reduces stress: Focusing on the right things = Success

**The leading cause of stress is knowing exactly what you're supposed to be doing and consistently doing something else!**

# You Can't Lead by Example (if you are a bad example)

- The definition of leadership is someone following someone...
- You can't get buy-in from people unless you have “bought-in” yourself
- **The believers are the achievers: They have the *most* influence**
- **Creating accountability that sticks:** Right way/wrong way
- Backrub: You don't have to right to be successful
- Talking change to WW2 Vets in 1980s/honoring experience and using it
- Change is not the issue; it's resistance to change: My dad

**Action and Adaptability Create Opportunity**

There is guy  
driving down  
the free way  
and cars are  
everywhere!

If you are willing  
to take a look at  
the role you play  
in other people's  
behavior, you  
have massive  
influence.

What flies out of  
your mouth is  
the culture

Knowing it and  
doing it have  
nothing in  
common:  
Knowledge  
/Heroes and...

Are we (personally) influential enough to get people to see our view as valuable and realistic ?

# Influence

is the foundation of Civilization!



Leadership, relationships, trust,  
communication, accountability  
are the foundations of influence

Circumstances do not  
create your destiny...

**YOU DO!**

Someone always  
succeeds in change  
and negotiations

**WHY WOULD THAT NOT  
BE YOU?**

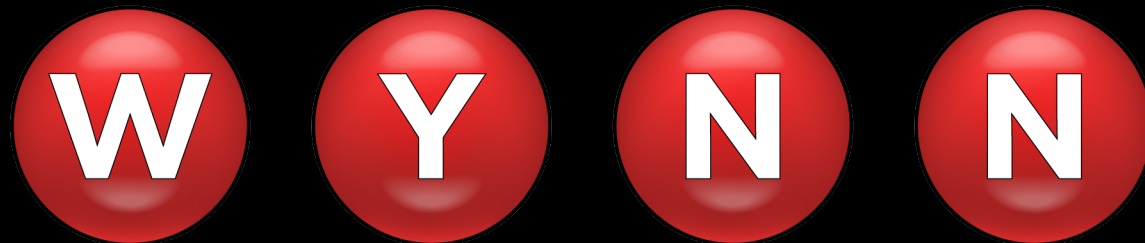
*Position yourself to win first and then put your efforts behind that.*

Set yourself up for success by creating an advantage before a problem happens



# Join us Online

# GARRISON



facebook.com/GarrisonWynn



linkedin.com/in/garrisonwynn



keynotespeakergarrisonwyn