

## CONCEPTS & LEARNINGS:

### *Step Six: Building Credibility & Influence*

- In today's fast-moving, matrixed organizations, your ability to impact your organization and sell ideas relies on your ability to influence individuals and outcomes.
- Influence transcends the boundaries of formal authority, enabling you to inspire standout results.
- Influence is founded on trust and credibility, which can be "earned," combined with effective relationship-building and communication skills, which are developed.
- The foundations of trust are performance, character, expertise, and brand. On its own, trust is insufficient for credibility; trust must be married with a broad network of relationships.
- Once you have established credibility, it is key to build and leverage strong communication skills so that those outside of your personal network can hear and see your thoughts.
- Influential communicators delivering meaningful and credible information are positioned to "sell" ideas and demonstrate their value.
- Communications skills and strong relationships are even more critical in this new, fully-online world. It's essential to provide value, share perspective, and demonstrate your ability to deliver results.

## AT THIS STEP

### **Program Timeline - Defining Next Steps**

As we get ready for graduation, you will shift your attention to the definitive actions to build on the progress you've made.

What key skills do you need to master? What experiences do you need to have to be competitive for the roles you aspire to? What relationships do you need to build?

During your closing breakout, you discussed these topics as a mentoring group. Consider scheduling a one-on-one discussion with your Mentor to gain their insight.

### **So, ask yourself...**

- How will I stay connected to my peers and Mentor after graduation?
- What type of relationship do I want with these women?
- What system will I use to stay connected with my peers and Mentor?
- How will I hold myself accountable to move my personal action plan forward?

Above all else, graduation is a time for celebration. You have made the commitment to the program. You have tried new things. You have grown your network. Well done! We look forward to the great things that lie ahead for you.

*"It's your turn to choose and define what success means to you. Now, others will try to define it for you, but yours is the only voice that matters."*

~Octavia Spencer

## PLANNING FOR THE FUTURE

As you reach the end of this professional milestone, know that your journey isn't complete until you discuss your program participation with your manager and anyone else who sponsored your participation in Percepta.

- Record your growth in the form sent last month and then use the *Guide for Leading Discussion* to prepare for and host a meeting with your manager to close the loop on the investment that has been made in you.
- Share your successes, highlight how you have put learnings into practices, and demonstrate the impact that you are having on the organization.
- Leverage your graduation from Percepta to discuss your career interests and future opportunities!