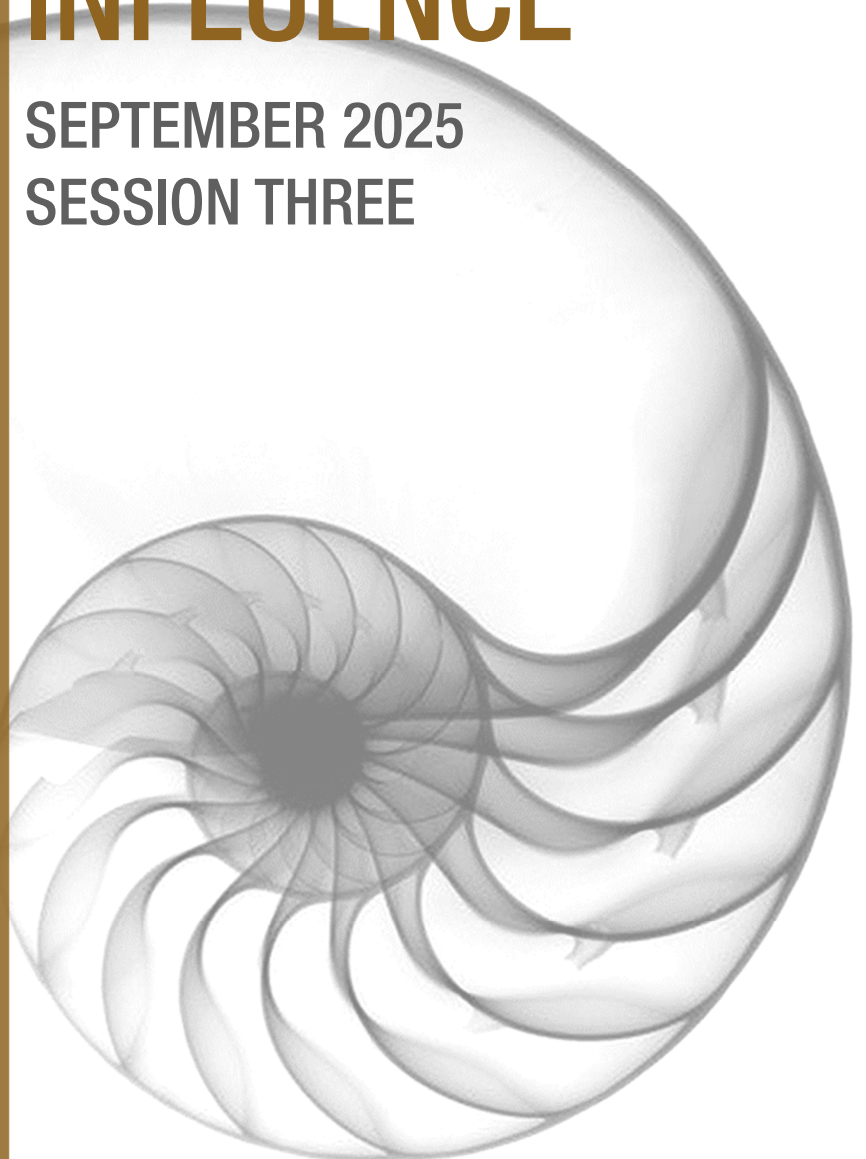


PATHBUILDERS®
MANAGE
SUMMER 2025

BUILDING CREDIBILITY & INFLUENCE

SEPTEMBER 2025
SESSION THREE



BUILDING CREDIBILITY & INFLUENCE

SEPTEMBER 2025 | SESSION THREE

MANAGE CONNECTION TIME

Before you begin, Mentees: **flip to your Relationship Log in your program manual!**

Take note of your new relationships, why you might want to stay connected, and fun facts about your new connections!

Choose one of these conversation-starters to discuss in your breakout!

- **Topical:** Consider the most influential people in your organization. What causes you to think of them being influential? What roles do they have? What do they have in common (tenure, function, style, other)?

- **Fun:** “Influencer marketing” is now a bona fide marketing strategy – having celebrities or bloggers endorsing a product or placing a product strategically in media. Do you feel influenced by trendsetters? Who do you follow for insights on trends? Any favorite blogs that influence you?

- **Current:** Building and maintaining your network both inside and outside your organization can be challenging, especially with the mix of in-person, remote, and hybrid work. What creative strategies have you used to network and build relationships?

BUILDING CREDIBILITY & INFLUENCE

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AUTHORITY VS. INFLUENCE

- Formal authority can guarantee compliance
- Informal authority (influence) can enable exceptional performance or results
- Influence is critical!
 - Matrixed structures, remote connectivity, and cross-functional teams rule
 - Authority emerges from influence, not vice-versa
 - Many factors impact your ability to influence

A MODEL FOR INFLUENCE



NOTES

BUILDING CREDIBILITY & INFLUENCE

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THE FOUNDATIONS OF TRUST



PERFORMANCE

- Being a “go-to” resource for leading critical initiatives
- Having a strategic mindset
- Taking on more

EXPERTISE

- Contribute on cross-functional projects
- Focus on future trends in your field
- Share your expertise with others

CHARACTER

- Step out of your comfort zone
- Open yourself to different beliefs and ideas
- Explain your decisions and thought processes

PERSONAL BRAND

- Self-awareness; outward focus
- Network – leveraging, removing barriers, etc.
- Confidence – projecting and inspiring others

NOTES

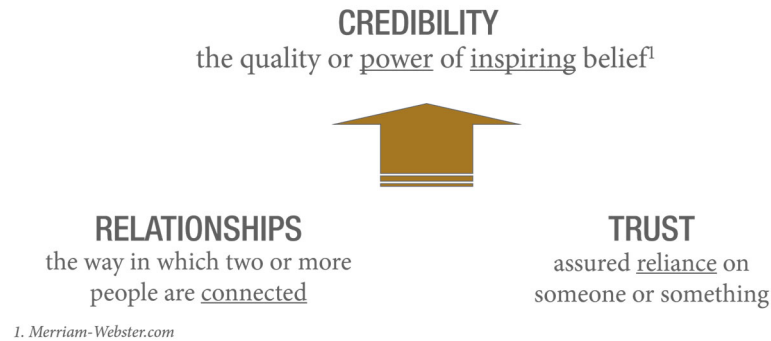
A PICTURE OF TRUST

	Performance	Character	Expertise	Personal Brand
How do I demonstrate today? How would others describe me?				
What gaps might exist? Where am I not “best in class?”				
What steps could I take to better demonstrate?				

BUILDING CREDIBILITY & INFLUENCE

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THE FOUNDATIONS OF CREDIBILITY



RELATIONSHIPS

- The depth and breadth of your network of relationships impacts your ability to influence
- Strategies for building your network:
 - Go to every meeting or event with a goal of building relationships
 - Be approachable and initiate introductions
 - Take genuine interest in others
 - Be a resource and help make others successful
 - Follow up and stay connected

NOTES

MAPPING YOUR NETWORK

INSIDE YOUR ORGANIZATION

OUTSIDE YOUR ORGANIZATION

SENIOR LEADERS

ONE LEVEL
ABOVE YOU



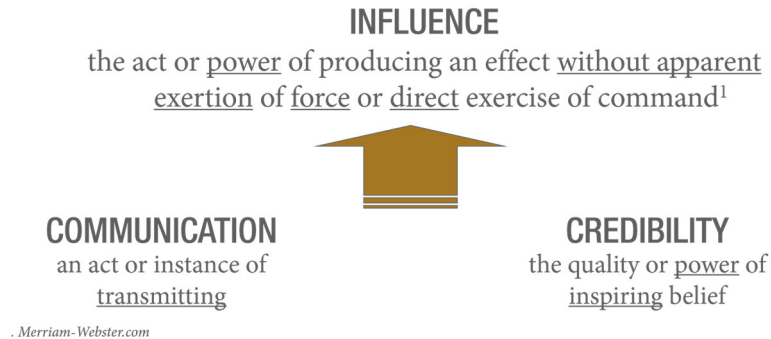
AT YOUR
PEER LEVEL

LEVEL
SUPPORTING
YOU

BUILDING CREDIBILITY & INFLUENCE

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THE FOUNDATIONS OF INFLUENCE



COMMUNICATING EFFECTIVELY

- Prepare
- Use vivid evidence
- Trade on “organizational currencies”
- Connect objectives to the overarching goals and mission
- Meet key stakeholders one-on-one, and listen
- Tailor your message to the audience

NOTES