

PATHBUILDERS®

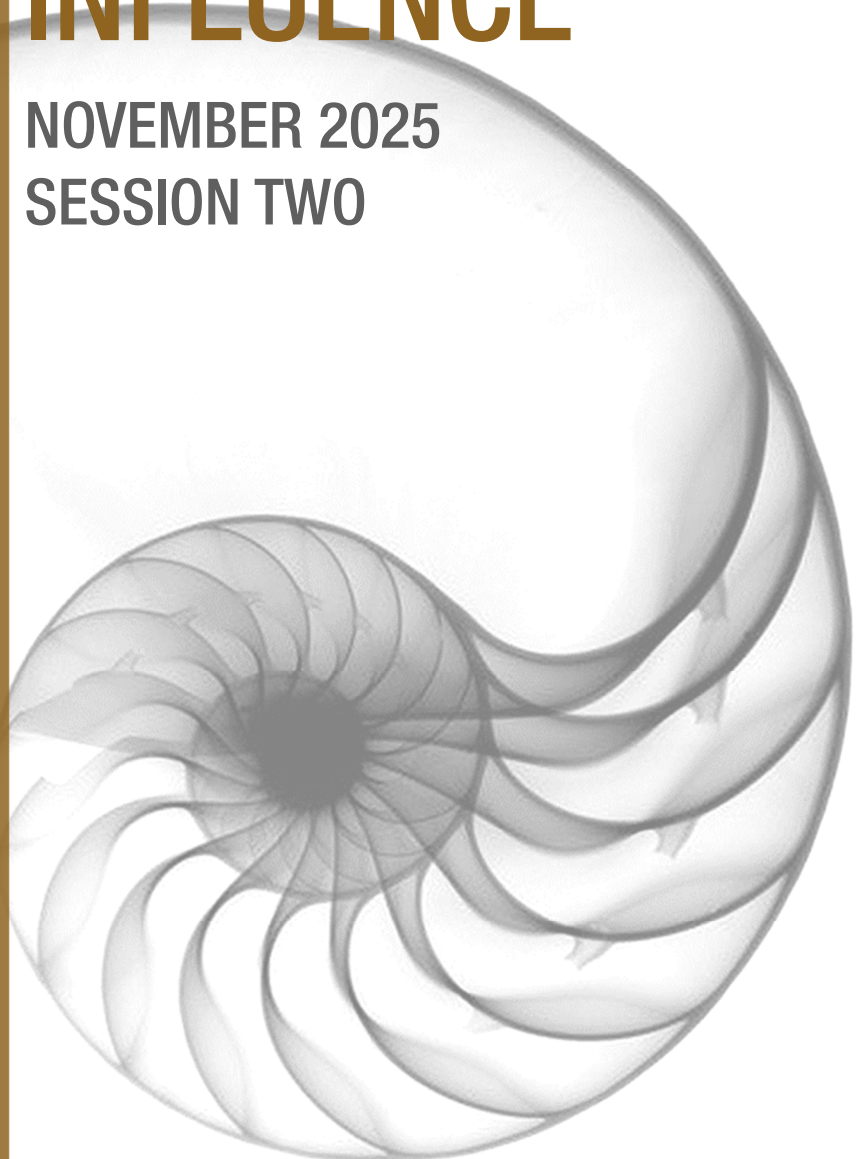
*MANAGE*

FALL 2025

# BUILDING CREDIBILITY & INFLUENCE

NOVEMBER 2025

SESSION TWO





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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

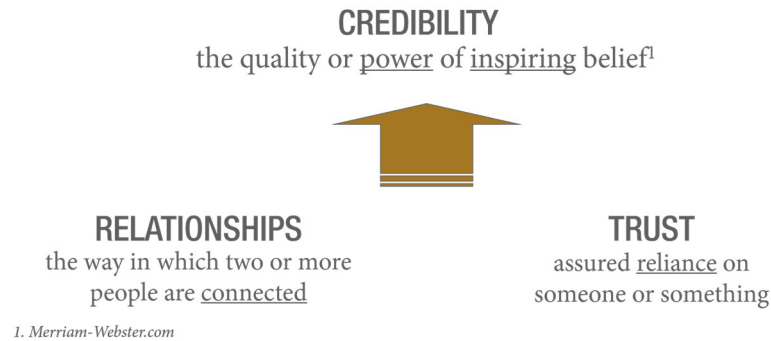
	Performance	Character	Expertise	Personal Brand
How do I demonstrate today? How would others describe me?				
What gaps might exist? Where am I not “best in class?”				
What steps could I take to better demonstrate?				



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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



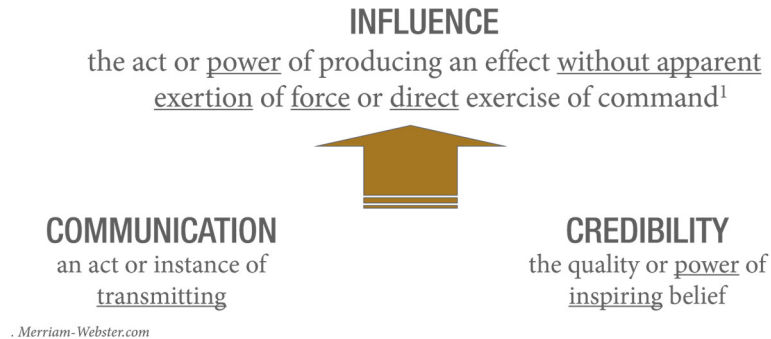
AT YOUR  
PEER LEVEL

LEVEL  
SUPPORTING  
YOU

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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