



7 Ways to Build Your Influence at Work

Participant Workbook

Table of Contents

Introduction.....	4
Objective	4
Agenda.....	4
Influencing and Negotiating	4
Why Influence is Important	5
Competence	5
Influence, Not Authority	5
How to Build Influence	6
Build Trust	6
Promote Yourself.....	7
Build Your Brand	7
Be Assertive	8
Be Flexible	8
Be Personable.....	9
TakeAction	9
Lead by Example.....	9
Listen Deeply.....	10
Establish Mutual Respect	10
Final Reflections	10
Contact Information	11
Development Resources	11
Course Credit	11

Introduction

Objective

- Understand how to increase your influence at work

Agenda

- Why is influence important?
- How to increase your influence:
 - Build Trust
 - Promote Your Brand
 - Be Assertive
 - Be Flexible
 - Be Personal
 - Take Action
 - Listen



What comes to mind when you hear the word “Influence”? Use the space provided here to capture your thoughts.

Influencing and Negotiating

At NAVFAC, the influencing and negotiating competency found on the Workforce Development Continuum is defined as “using persuasion to gain support and cooperation; exploring positions and alternatives to reach outcomes that gain acceptance of all parties.”

Without the ability to influence others, the truly important things in work and in life can't be achieved.

Why Influence is Important

- Enables teams to get more done
- Enables teams to work together effectively
- Increases the respect your team has for you
- Enables you to be heard
- Adds weight to your opinion

Competence

Competence is the price of admission for influence. To build trust, you must establish your credibility through competence in what you are doing in order to be influential to others.



Influence, Not Authority

- Influence does not rely on hierarchy
- Influence is based on relationships
- The greater the trust, the more influential you are



Who is the most influential person in your life, and why do they have so much influence? Use the space provided here to capture your thoughts.

How to Build Influence

Here are seven elements for building influence. It is important to understand that these are not sequential steps to follow, but a list of interdependent elements:

1. Build Trust
2. Promote Your Brand
3. Be Assertive
4. Be Flexible
5. Be Personal
6. Take Action
7. Listen

Build Trust

Building trust is straightforward but requires continuous care.

Be ethical	Do not cheat or take advantage of others
Be truthful	Do not lie outright or by omission
Be forthright	Do not try to deceive others or use technicalities to get away with something
Be transparent	Do not hide your motives or have secret agendas
Walk your talk	Do not say one thing and do another

What role does trust play in influence? Use the space provided here to capture your thoughts.

What are some ways that you intentionally build trust on your team? Use the space provided here to capture your thoughts.

Promote Yourself

Five beliefs or attitudes that can hold you back from effectively promoting yourself:

1. Accomplishments should speak for themselves
2. My boss is too busy to hear me talk about myself
3. Team players don't take credit
4. It feels like bragging
5. Self-promotion is shallow

Build Your Brand

- Share your purpose
- Know your strengths
- Be consistent
- Invite others to join you
- Highlight others



Be Assertive

- Present with confidence
- Ask questions
- Listen to understand



How do you distinguish between assertive and aggressive behavior? Use the space provided here to capture your thoughts.

Be Flexible

- Stay grounded
- Be open to new ideas



What are some ways that you show you are open to new ideas? Use the space provided here to capture your thoughts.

Be Personable

Connect with others by:

- Building relationships
- Networking
- Fostering connections
- Building teams



What are some things that make people approachable? Use the space provided here to capture your thoughts.

Take Action

Do the right thing because it's the right thing to do, and remember actions speak louder than words.



Lead by Example

- Always be optimistic
- You always have a choice
- Inspiration is influence



Listen Deeply

- Listen to understand
- Do not interrupt
- Paraphrase back
- Check for understanding



Establish Mutual Respect

- Listen to others
- Incorporate their ideas
- Set an example
- Build trust-based relationships



Final Reflections

What is one thing that stood out to you today that you want to remember?

Contact Information

BD17 Contact Information: Write to us! We are always seeking to improve our learning and development products and encourage your feedback. Please email us with your suggestions and we will incorporate them into future work. Additionally, we are available to answer any questions about the content you may have and provide additional resources to support your learning endeavors.

- NAVFACHQTotalForceDevelopment@us.navy.mil

Development Resources

Career Compass Resource Center: An online source of information that provides NAVFAC civilian employees access to professional growth and development opportunities.

- <https://www.navfac.navy.mil/ccrc>

To access more content specific to the **Influencing and Negotiation** competency:

- <https://www.navfac.navy.mil/influencing-negotiating>

Career Compass Catalog: an online tool which provides you with information to help you take ownership of your professional development. It identifies options to assist in planning and creating a successful career path within NAVFAC.

- <https://www.navfac.navy.mil/ccc>

Course Credit

You will receive credit for participating in this course. Email the address below. Make sure to include all the following information:

Component	Include in Email
Address	W_NAVFAC_PRTN_NITC_NFI_ADMINS_US@navy.mil
Email Subject Line	Self-Certification – 7 Ways to Build Your Influence at Work
Course Name	7 Ways to Build Your Influence at Work
Course Completion Code	Code will differ for the live versus recorded webinar and will be available at the end of each respective course.