



The Art of Influence

Module 7

A Promoting Excellence
Online Course

This is part of a series of online courses
available from Promoting Excellence
Leadership Consultants.



Promoting
Excellence

MODULE 7: INFLUENTIAL PEOPLE AND THEIR TRAITS

Influential people share common traits to motivate and inspire others. Look through the table below and consider areas to develop or to continue to build on as positive attributes:

Good influencers Have: OR Good Influencers Are:	Consequently, they:
Presence and Charisma.	Command respect from others.
Excellent Communicators.	Use varying types of communication, to suit the situation, the other person(s) and the message, appropriately.
Strong Self-belief.	Are very confident.
Humility.	Are aware of the importance of others. They are not ego-centric but may be termed alto-centric.
Passion.	They can persuade and enthuse others.
Purpose.	They focus on the ways they can have a positive impact.
Proactive.	They take the initiative. They act.
Optimistic about the future.	They are upbeat and positive. They act positively to achieve. They are never cynical. When they criticise, it is constructive and offers a way forward.
Adaptable.	They are never dogmatic. They adjust to alternative strategies, remaining positive and focused on the outcome.
Great Listeners with Empathy.	They really listen, and respond accordingly. They use active listening.
High Expectations of Themselves and Others.	They offer, and accept, stretch and challenge.
Constructive Feedback.	They both offer constructive feedback, and accept it in a collegiate spirit when it is offered to them.
Decisive and Determined.	They take calculated and quantified risks and actions.
Resilient.	They will carry on when things get tough.
Self-Aware.	They have good Emotional Intelligence.
Patient.	They take time and give strong effort.
Authentic.	They are perceived by all as genuine and sincere.

TASK:

Can you think of specific situations where you have illustrated the attributes and consequent behaviour

Good influencers Have: OR Good Influencers Are:	Have I done this? Do I do this? When?
Presence and Charisma.	
Excellent Communicators.	
Strong Self-belief.	
Humility.	
Passion.	
Purpose.	

Proactive.	
Optimistic about the future.	
Adaptable.	
Great Listeners with Empathy.	
High Expectations of Themselves and Others.	
Constructive Feedback.	
Decisive and Determined.	

Resilient.	
Self-Aware.	
Patient.	
Authentic.	

Now think about well-known examples:

1. **Malala Yousafzai** - a Pakistani activist who has been influential in advocating women's rights and education. Born 1997 in Mingora, Pakistan, Malala became famous after she was shot in the head by the Taliban in 2012 for daring to seek an education. She survived the attack and has become a global advocate for education and women's rights. Numerous awards including the Nobel Peace Prize in 2014 have been conferred on Malala, who was the youngest person ever to be given this award.

Malala's influence stems from her bravery, compassion, and dedication to the fight for children's education and the rights of girls around the world. She has been an inspiration and influence for many people worldwide, and her story has helped to raise awareness about the importance of education and the need to protect the rights of women and girls.

2. **Martin Luther King** . was a prominent civil rights activist in the United States who fought for racial equality and justice for African Americans. He is considered one of the most influential figures in American history, and his legacy continues to inspire people around the world. King's advocacy for nonviolent resistance and peaceful protests played a pivotal role in the American civil rights movement, which led to the end of segregation and the introduction of laws that protected the rights of black people.

King's influence extended beyond the United States, inspiring people around the world to fight for social justice and equality. His message of nonviolence and peaceful resistance has inspired many others including the anti-apartheid in South Africa

King's legacy continues to influence and inspire people today, and his message of hope, equality, and justice remains as relevant as ever.

Who would you cite as influential on your life? How have they been a positive influence?

It does not need to be a famous person, perhaps someone at home or at work?

What qualities do they possess?