

Chapter 11

Put it All Together: Living the I.N.F.L.U.E.N.C.E. Framework

The key to successful leadership today is influence, not authority. –Kenneth Blanchard

The Questions That Pull It Together

These key powerful questions create a culture of I.N.F.L.U.E.N.C.E. Ask them in your organization, and you will be surprised by the results. There is space in your workbook to write down your answers for each.

The first group of questions focuses on who you are as an organization:

1. Who are we as an organization?

2. What do we stand for?

3. What makes us successful?

4. What could we be better at?

5. How can we improve?

6. Where are we going?

7. What is our shared vision?

8. What actions need to take place to help us get there?

9. How will we keep track of our progress?

10. Who will be accountable to keep us on track?

11. How can all of us be involved?

12. What barriers might prevent us from reaching this higher vision?

13. What will we plan for to have the right resources to overcome these barriers?

14. How will we know when we have “arrived” at our vision?

15. How will we celebrate as a company?

16. What is our commitment to our customers?

17. What is our commitment to each other?

18. Why do our customers buy from us?

19. What impact do we want to make in our industry, in the world?

The second set of questions is about values:

20. What are our key values?

21. What do we need to do to live out these values?

22. What do the behaviors to live out these values look like?

23. How will we screen new job candidates for those behaviors?

24. How will we measure these values in our performance review/recognition process?

The last group of questions focuses on your culture:

25. What can we do to get to know each other better?

26. What do our managers expect from our employees?

27. What do our employees expect from our leadership?

28. How do we work to keep the big picture alive?

29. How can we communicate most effectively?

30. How do we want our culture to be identified externally?

31. What is our value in our industry?

32. What do we want to be most known for?

33. What are the media sound bites about our company that everyone should know?

34. How will we “show up” every day?

35. How will we recognize when teams are working toward these common goals?

How ready are you?

You can be the kind of leader you have always dreamed of becoming, and you can take your company farther than perhaps you even believed.

As has been proven in my work, all it takes is implementing the I.N.F.L.U.E.N.C.E. Framework in your world. It takes work, but its well worth the effort—for your employees, your customers, your company, and for you.