



# TOBINISM

“To see the world through other’s eyes is a gift only given to the open minded”

## Leaders

### 5 Tips on How to Attain Influence as a Leader!

Do you have influence with your associates?  
Or are they following you because you sign their paychecks?

*“Leaders without influence are like leaders without followers; they are accomplishing nothing.”*

To keep staff motivated a leader needs to use their influence to convince them that the organization for which they work is real and is ethical enough for them to buy-in.

#### 5 tips on how to attain influence as the leader:

1. Care about the associates you work with... you have probably heard what I am about to share many times and will probably hear it again in the future. But the fact is it is true. ‘Staff will not care until they know you care.’
2. Interact with your associates, find out the different reasons they are there and work with them to attain their goals and fulfill their needs.
3. Be honest and communicate clearly and often. If you do not communicate well associates will start to communicate among themselves, in what they call ‘the underground network’! Without clear communications staff will start to fear that their jobs are threatened.
4. Stand up for your associates and acknowledge their successes in front of the team, in front of families, and corporate. Create an environment of mutual respect, where individuality, initiative and fresh ideas are welcomed. Take action against team members who are sabotaging the efforts of the whole.
5. Set achievable goals, both short term and long term. Staying excited requires frequent tastes of victory.

*“If your actions inspire others to dream more, do more and become more, you are a Leader.” ~ John Quincy Adams*

