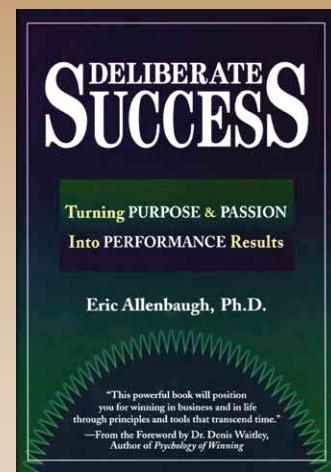

THE 5 STRATEGIES FOR INCREASING YOUR IQ: *“Influence Quotient”*

Written by G. Eric Allenbaugh, Ph.D.

©2004 (revised in 2009)

ADAPTED FROM

DELIBERATE SUCCESS:
Turning PURPOSE and PASSION
Into PERFORMANCE Results®



Your deliberate success is our business!

THE 5 STRATEGIES FOR INCREASING YOUR IQ: *Influence Quotient*[®]

A major key to success has much to do with your “IQ” — not your “Intelligence Quotient,” but your “*Influence Quotient.*” Those who have developed the extraordinary ability to engage and influence others tend to experience greater

success and fulfillment in their lives and in their careers. Examine your “Influence Quotient” by answering the following 10 questions, ranging from a “low” of 1 to “high” high of 5.

Influence Factors	Low ←————→ High				
1. “To what extent...do your words and actions demonstrate a clear sense of mission or purpose?”	1	2	3	4	5
2. “To what extent...are you actively enhancing your knowledge, talents and skills?”	1	2	3	4	5
3. “To what extent...do people actively seek out your opinions on significant issues?”	1	2	3	4	5
4. “To what extent...do you effectively mobilize the spirit and resources of others toward reaching a desired goal?”	1	2	3	4	5
5. “To what extent...do you easily build rapport and chemistry with key stakeholders?”	1	2	3	4	5
6. “To what extent...are you reasonably visible as you rise to serve the needs and interests of others?”	1	2	3	4	5
7. “To what extent...are other people growing and developing as a result of their association with you?”	1	2	3	4	5
8. “To what extent...are you effective in building bridges between diverse or perhaps conflicting parties?”	1	2	3	4	5
9. “To what extent...are your decisions and actions recognized to be principle centered and value driven?”	1	2	3	4	5
10. “To what extent...are dreams and goals converted into reality as a result of your words and actions?”	1	2	3	4	5

If your Influence Quotient is at the upper end of the scale (40-50), then you are one of the deliberately successful people who have developed the ability to influence others. If you have an interest, however, in increasing your Influence Quotient, achieving enhanced results through others, and experiencing greater personal and professional fulfillment, then the **5 Strategies for Increasing Your “IQ”** described in this article will position you for greater career success and life fulfillment.

STRATEGY 1: Increase your value

The most valuable career development advice I have ever been given came from Dr. Don Murray, a friend and fellow consultant. While in my early years of consulting, Don said to me: *“Whenever you have contact with either your boss or a customer, make sure you provide them with something of value in that moment — an idea, a solution, an article. They will then associate you with value.”* Imagine the many doors that open when people associate you with providing value and when others experience you as being a resource. The more resourceful you are — from their perspective — the more influential you become. By contrast, consider the whiners, the complainers, and the blamers — these people significantly diminish their “Influence Quotient” and their ability to achieve results.

“I am still learning.”

Michelangelo

Too many people seek to expand their authority while ignoring the power of influence. As a former hospital administrator, I had a high level of authority. I question, however, how

much influence I had — particularly with some physicians. As a leadership consultant, I now have zero authority — I can’t even call a meeting! I have discovered, however, that I have a fair amount of influence with my clients. Knowing what I know now, I would far rather have influence over authority. At best, authority creates compliance while influence builds commitment. With influence, you increase your value — and the support of others even when you are not present.

Making a conscious effort to increase your value to others simultaneously increases your Influence Quotient. So, how do you increase your value? Develop your expertise, your knowledge, and your skills in your respective field. By reading a book a month in your field, participating in related classes and seminars, subscribing to monthly CD recordings by industry experts, and reading select articles in journals, you will position yourself to be among the rare 5% who have made such a commitment to lifelong learning. This select group tends to command a significantly higher Influence Quotient than those who have not made a similar commitment to their continued development.

“When you’re not learning — someone, somewhere else, is. When you meet — guess who has the advantage?”

Bob Pritchard

Brian Tracy said it well: *“You are the President and Chief Executive Officer of your own Personal Services Corporation.”* You are like a company — and could benefit by applying the practices of how successful companies run. Do you have a clear mission, clear vision, and clear goals that engage your spirit and mobilize you into action?

Are you developing and appropriately marketing your “company’s” services? In this global market place, are your services of high enough value in the eyes of “customers” that they will select you over your competitors? Are you continuing to add value to what you have to offer? Are you providing solutions to the problems that others experience? When you position your own Personal Services Corporation to be of high value, your Influence Quotient soars to the top.

STRATEGY 2: Increase your rapport building skills

Your Influence Quotient is directly related to your ability to connect with others to communicate effectively and to function well as a member of the team. By consciously committing to developing your person-to-person interactive skills, you will position yourself to be a sought-after resource for others. Interestingly enough, finely honed speaking and listening skills, while fundamental for success, are seldom emphasized in the educational process. No wonder so many people find effective communication to be such a challenge. Those who do not communicate well with others, in essence, “cancel their vote” and diminish their ability to influence others.

Speaking with clarity and presence certainly commands attention and facilitates your ability to influence. Effective listening, on the other hand, can be as influential as speaking. Combining effective speaking and listening skills results in a significant increase in your Influence Quotient. Invest in yourself to develop your communication effectiveness with such actions as participating in your local Toastmasters chapter to refine your

speaking skills, engaging in a listening skills class, or hiring a communication coach to work with you.

“If we did all the things we are capable of, we would literally astound ourselves.”

Thomas Edison

Your ability to connect with and influence others is also a function of your “matching” and “pacing” effectiveness. “Matching” is a process of being aware of and sensitive to the unique culture of individuals and groups. When you honor and respect, rather than judge and dismiss, their style, their values, and their ways of doing life, you will likely experience a meaningful connection with others — in spite of the differences that may exist between the two of you. “Pacing” is the second part of the equation that commands attention. Consider the pace of the people of New York City versus Birmingham, Alabama. If New Yorkers visit Birmingham and continue their fast pace ways, they will likely be offensive. On the other hand, those from Birmingham, with their more laid-back style, will likely be lost in the whirlwind of New York City. The lesson? Instead of treating others the way you want to be treated, treat others the way they want to be treated. If you treat others the way you want to be treated, you will likely impose your values on them and conflict will result. If you treat others the way they want to be treated, relationship chemistry will likely result — and you will increase your Influence Quotient.

Your ability to handle conflict and solve problems represents yet another key component in rapport building and increasing your influence. You want to be seen as a resource for solutions rather than as being a source of problems. Too many people

seek to accomplish their goals by “pushing and shoving” their way through life. That approach intensifies conflict, damages relationships, and introduces yet additional problems to be solved. On the other hand, those with a high Influence Quotient commit to a win-win outcome, are tough on issues while tender on people, actively seek to understand the interests of others while being clear about their own interests, are solution rather than problem focused, and are both trusting and trustworthy.

Michael Faraday, an English engineer credited with inventing the electric motor, demonstrated an excellent example of influencing others in a solution-oriented way. Knowing that his invention would have significant implications for people throughout the world, he needed money to further develop his invention. He approached William Gladstone, then Prime Minister of England, in search of funds. Gladstone refused and stated that no funds were available, as the budget had already been allocated. Not discouraged, Faraday placed a crude prototype of the electric motor on the desk in front of Gladstone. The Prime Minister quipped: “*What good is that?*” Faraday responded: “*Someday, you will be able to tax it!*” Faraday got his money. What is the Influence Quotient lesson here? People do not do things for your reasons – they do things for their reasons. Influential people make it a point to understand the interests of others.

“You can have everything in life you want if you can help enough other people get what they want.”

Zig Ziglar

STRATEGY 3: Increase your positive visibility in service to others

You can significantly extend your Influence Quotient by a conscious and courageous effort to increase your positive visibility. Look for ways to productively utilize your talents while accomplishing two simultaneous outcomes: 1) the action you take provides a valuable service to others while 2) contributing to your own growth and fulfillment. This can be accomplished, for example, by volunteering to serve on a task force that resolves an important issue, by courageously tackling a tough issue requiring attention, by becoming active in planning a community function, or by actively engaging in a service organization. Undertaking such activities will distinguish you from the vast majority of people who would rather complain about the current situation than become a positive force for change. Principle driven, value centered change agents augment their Influence Quotient by having the courage to risk criticism and rejection by others. By putting their beliefs into action, change agents shape the world rather than be shaped by it.

“Never doubt that a small group of thoughtful committed people can change the world; indeed, it is the only thing that ever has.”

Margaret Mead

You can also expand your Influence Quotient by writing and publishing articles in your field of expertise. You might ask, “*Who am I to publish an article or book?*” Instead of arguing for your limitations, developing and sharing your expertise positions you to increase your Influence Quotient while providing others with the opportunity to learn from your experience. By thoughtfully

writing down your best ideas and sharing these with others, you can become a beneficial resource. A similar advantage exists for you in making public presentations before others — to present your ideas before leaders at a company meeting or at a conference of your peers. And, as you already know, the more resourceful you are, the more influence you develop.

You can also increase your positive visibility by asking your boss for more responsibility rather than asking for a raise! Before rejecting this idea outright, pause and consider the benefits. When you demonstrate willingness to tackle the tough issues, to solve problems that plague others, to demonstrate courage in addressing corporate challenges, you, once again, distinguish yourself from the majority that often want more than they are willing to give. In the long run, you will likely position yourself to create greater influence — and open up new career opportunities.

“When we do more than we are paid to do, eventually we will be paid more for what we do.”

Zig Ziglar

STRATEGY 4: Create giants of others

Those who create and sustain long-term influence, ironically, deliberately seek to empower and acknowledge *others*. They actively seek to do what I call *creating giants of others*. Giant builders surround themselves with talented people and consciously seek to position others to use their talents most effectively. They genuinely celebrate the successes of others and put them in the spotlight for acknowledgement. In the process of building giants of others, these individuals, paradoxically, become more of a giant and significantly increase their influence.

Having worked with over 200,000 leaders in my consulting career, I have observed patterns of the most influential, and therefore, the most effective leaders. They genuinely value the differences of others and readily acknowledge their contributions. Those they associate with feel safe and tend to give their best in return. Likewise, these influential leaders generate a strong sense of trust and loyalty — and can count on the support of others even when the leaders themselves are not present. They rarely use their authority to accomplish what they seek, and, instead, count on their ability to connect with and influence others. They understand that forcing people into compliance often breeds contempt while working with and influencing others encourages support and ownership. Consciously bringing out the best of others paradoxically brings out the best of ourselves — and increases our Influence Quotient.

STRATEGY 5: Reinvent yourself

Enhancing your Influence Quotient requires vigilant and ongoing efforts. As they say at Nike, “*There is no finish line.*” To position yourself for long-term, deliberate success, consider implementing what I call the “3-R’s of Renewal” in your quest to sustain and maximize your influence: Release, Reaffirm, and Reinvent.

Release: What must you release or let go of to provide room and resources to support your growth? (Consider, for example, *releasing* negative behaviors and attitudes, limiting beliefs, and unhealthy relationships.)

Reaffirm: What existing strengths and resources do you need to reaffirm and intensify to support your next growth steps? (Consider,

for example, *reaffirming* your individual talents and gifts, your commitment to stellar performance, your empowerment of others, your lifelong learning, and your commitment to the success of others.)

Reinvent: How might you reinvent yourself to assure that you are at the cutting edge in your field while simultaneously contributing to your career fulfillment? (Consider, for example, *reinventing* your way of interacting with others, delighting your customers, expanding your knowledge, increasing your value, building new skills, and developing new, positive relationships.)

*“Even if you’re on the right track,
you will get run over if you just sit there.”*
Will Rogers

Your ability to influence others has much to do with your life success and fulfillment. Take a moment to examine your own effectiveness in applying The 5 Strategies for Increasing Your Influence Quotient: 1) Increasing your value, 2) increasing your rapport building skills, 3) increasing your visibility, 4) creating giants of others, and 5) reinventing yourself. Most of what you want in life is a decision away. Are you willing to do whatever it takes to reinvent yourself and expand your influence? For your sake and for the benefit of others you can positively influence, I encourage you to vote “yes!”

*“It’s a funny thing about life;
if you refuse to accept anything but the best,
you ver y often get it.”*
Somerset Maughan

G. Eric Allenbaugh, Ph.D.

- **Leadership Consultant**
- **Keynote Speaker**
- **Executive Coach**

AUTHOR OF:

DELIBERATE SUCCESS:
Turning Purpose & Passion into
Performance Results

WAKE-UP CALLS:
You Don’t Have to Sleepwalk
Through Your Life, Love, or Career

LIFE FOCUS:
Inspirational Quotes for Succeeding
in Your Life and Career

MASTERING CHANGE:
Moving From Resistance to Commitment

PERFORMANCE COACHING:
Creating Giants of Others

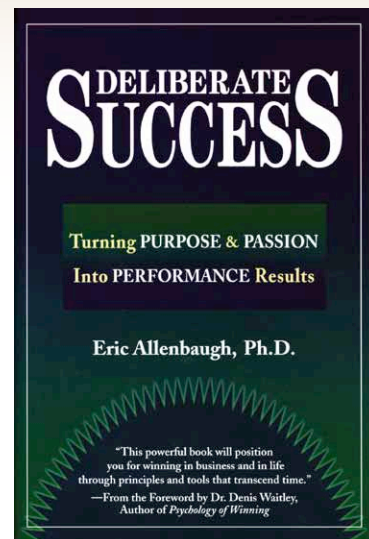
INTERACT:
Personal Strengths Profile

Allenbaugh Associates, Inc.
www.Allenbaugh.com
Eric@Allenbaugh.com
503-635-3963

To receive additional free articles in the
“Leadership Article Series,” please refer
to Dr. Allenbaugh’s website at
www.Allenbaugh.com.

Deliberate Success

ORDER FORM



To order Deliberate Success:

- 1) Print this form.
- 2) Fax or mail this form to the address or fax number below.

You will be billed directly with your shipment.

Please allow 7 to 10 days from our receipt of your order for delivery.

For special handling or quantity orders, please call 503-635-3963.

ITEM	COST EACH	QTY	EXTENSION
DELIBERATE SUCCESS: <i>Turning Purpose & Passion into Performance Results</i> (Single autographed hardcover edition) 288 pages	\$24.99		

SUB TOTAL

Shipping & Handling: \$4.50
(for up to the first 3 items, shipped book rate).

GRAND TOTAL

SHIPPING & BILLING INFORMATION

Name _____

Title _____

Company _____

Address 1 _____

Address 2 _____

City, State, Zip _____

Phone _____

Email _____

Thank you for your order!

PLEASE FAX OR MAIL THIS ORDER FORM TO:

Phone: 503-635-3963 | Fax: 503-635-3664 | Email: Eric@Allenbaugh.com
 Allenbaugh Associates, Inc. • 757 Lake Shore Road, Lake Oswego, OR 97034



Your deliberate success is our business!