



# *Influencing Up, Down & Across Your Organization*

**Presented by**

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# *What is Influence?*

The *capacity* to  
have a *positive or*  
*negative impact*  
on  
a *person's*  
attitude, beliefs,  
*and/or* behaviors.



# *How Do People Typically Respond to Influence Attempts?*



**Resistance Compliance Commitment**



Why do you *resist* influence attempts?

Why do you *comply* with influence attempts?

Why do you *commit* to influence attempts?

What *qualities*  
make it  
*easier*  
for you  
to *accept*  
the *influence* of others?



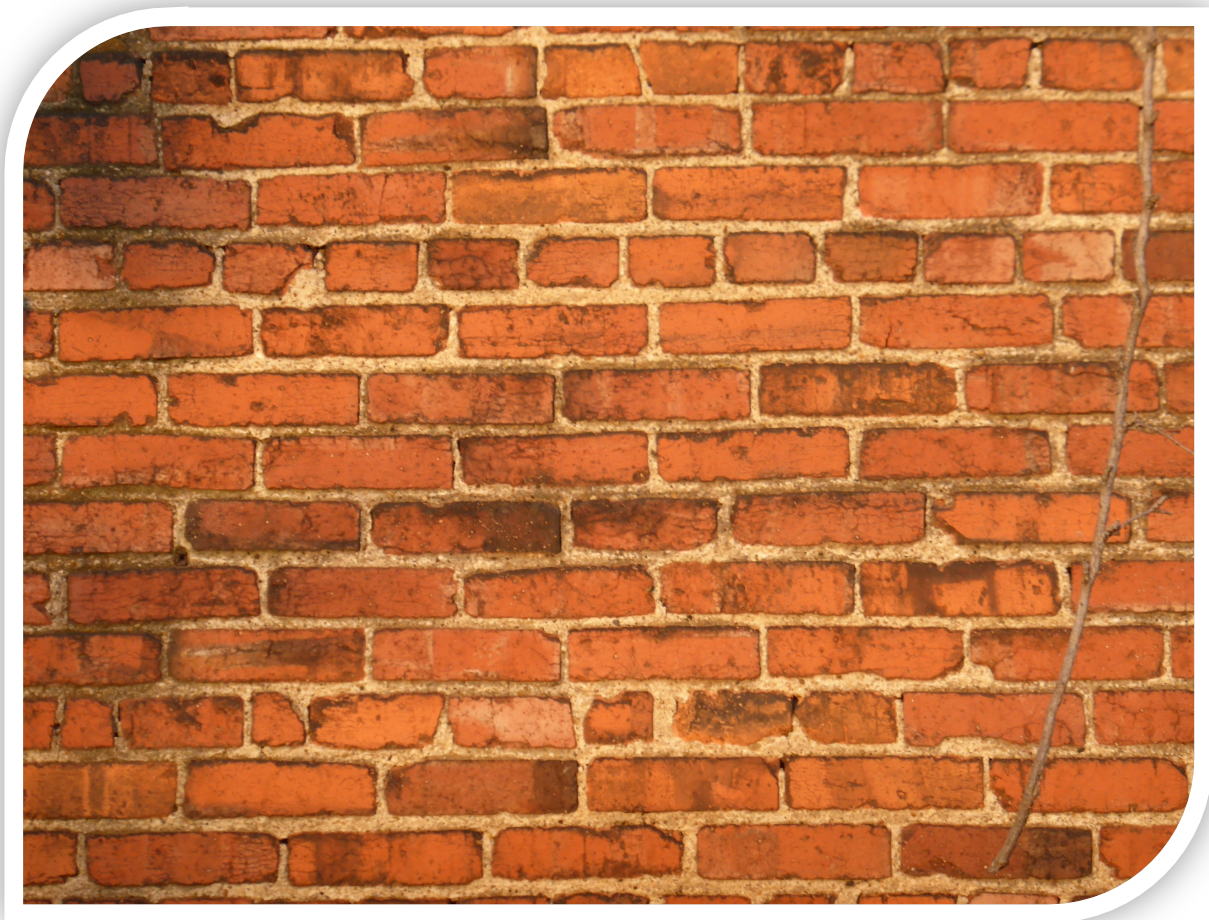
# *Can You **Influence** in **All** Directions?*



# *Influence with the **Carpenter's** Rule*

- Give *Context*  
Before *Content*
- Communicate  
Your *B.L.U.F.*







CENTURY  
COLLEGE

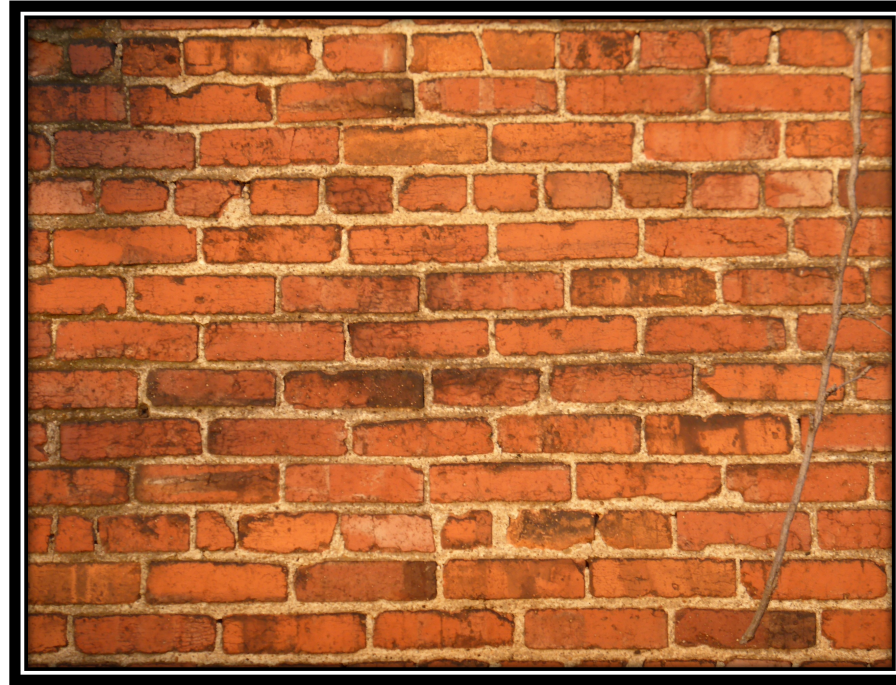


CENTURY  
COLLEGE



*How are  
“You”  
a  
Brick Wall  
Leader  
in the  
Lives &  
Careers  
of  
Others?*

*1. Who Would You GO  
through “Brick Walls” for?*



*2. Who Would GO  
through “Brick Walls” for You?*

# *Cultivate a Credible and Trusted Brand*



*Who **You** are...*

*Who **You** are known as...*

*What **You** are known for...*





*Cultivate a **H.T.C.** with Others*

*Trust is a **Choice.***

*Trust is a **feeling**  
and a **judgment**  
based on evidence.*





What *qualities*  
must a person  
*demonstrate* to  
*earn* your *trust*?

# *Build **Credibility** with the **Trust** Equation*



*Comfort + Competence + Confidence = Trust*





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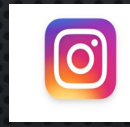
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THANK YOU FROM DR. JERMAINE M. DAVIS