(Dan Ambrosio): Hello everyone! My name is Dan Ambrosio and today on voices of social change Dr. Dean Gualco will be talking about the six keys of influence in your environment. Dean is a faculty member in human resources with Walden. He is a noted author who has written seven books, including “The Great People of Our Time” and, “Making a Difference: Changing the World in Which You Live”. Dean is also a public speaker who has served as a municipality department director, organizational leader, and is also the owner of Torgun Consulting. In this video, Dean will explain various ways to become more influential in your life, and will give examples of how notable social change agents have used influence. Let’s hear from him now!

(Dr. Dean Gualco): There are six keys to influence. In other words, if you want to have influence in your environment – however you define your environment – there’s six keys that you have to have. And we’re going to go through each one fairly slow, so we can understand...and, I have quite a few stories to really showcase the examples of each. So, first you want to show the value and the reward of change; again, we’re going to go through each one. Second, you’re going to have something someone wants – that’s a great discussion. The third one is superior communication skills. Fourth is to be respected. Fifth is to be likeable, and sixth is to be competent and inspiring.

What's interesting is many of you have come obviously at the beginning of this presentation and it's great how similar your ideas were about how to gain influence. (They) are the ones that we have in this presentation; which means that you all are thinking about (it) along the right realm: you need to have more than one of course, and so hopefully out of this discussion you'll see that you can - that these skills are easy to obtain, and if you keep them at the
forefront you'll find that you do much better in influencing in your environment when you keep these in mind.

So, let's go to the first one, which is really - I said I would call this the foundation change. Change replaces the security of what is known for the insecurity of what is unknown. Change is almost always resisted unless it benefits a person; and so, remember what influence was when we started out. Influence is changing your behavior so that you can change somebody else's behavior - or simply figuring out it changed somebody else's behavior; well you would not need influence if everybody did things the way you wanted, but the reason you want to have influence is because you want somebody else to do things the way you want - as simple as that - and what we're saying in this first slide is change is going to be resisted.

So, what we want to tell you is to give you the background about how to change something whether it is the workplace or the amount of money you spend, how to change things; and so we've just given you the five things that you can start to think about when you try to change things. First, change is a natural part of life; everything changes. I was going to - it's comical to me sometimes when I hear people that say “well I don't like change, I do not like change at all”, and I tell them “well how about if I double your pay?” - “Oh, I like that”; and right away I tell you shouldn't like it because it's a change, we're doubling your pay... “well it's not that I don't like change, I just don't like change that maybe doesn't favor me”... few people will say that, but I don't know very many people in life that do not like change as long as it benefits them; and on this whole slide the one thing I want to point out about change - and it also goes to influence is - anytime you change something you have to think about how it's going to benefit somebody else - and that is what you promote. Change is almost always accepted when people see that it's in their best interest to change.

When I think of showing the value and the reward of change I often think of Barack Obama, and if people remember when he first ran for election - and this isn't a political statement - when he first ran for president almost his whole platform was he wanted a more collaborative foreign
policy; he wanted to work with Congress and the big statement was “change you can believe in”, and his thought was “we're going to change this country, and it can be done, and it's going to benefit you” - again I'm not making a political statement, but it's interesting how much of his message was change that you can believe in. He didn't say him - you can believe in, and that things would be different. So on that slide take a look at some of the challenges of change, but also, if you understand the route how change can occur, it's much easier to facilitate change - that it is a natural part, and again like I said you really have to show that changes advantageous to somebody; the more advantageous people see about doing something different, the easier it is for them to change; and if you can get people to change - if you understand how to get people to change - then you can influence them in the future; you have to break them out of that box.

In the 2nd slide - talks about the second of the six talks about you have to have something somebody wants - yeah there you go - and this means that in order to influence somebody, you have to have something that they want from you; and some of you may have seen 60 minutes this last Sunday, and they had a profile on Darrell Revis, who's a football player, and I think he said he had five contracts in six years; but it was a fascinating profile of him - he's known as the number one cornerback or defensive player in the NFL, and he said something that night - Sunday night - in the 60 Minutes profile - he said that he has a value and he has worth; and because of that people are willing to pay it. He also says if you have to be good, then you can take what the market will bear, and those are quotes from his presentation. So, Darrell Revis has influence because he's good. So, you have to figure out - that you have to figure out - what people want and if you have it you have influence. If you're trying to influence a superior – remember, it's harder to influence a superior than a subordinate because you don't have authority over your superior; but if you're also a fantastic worker, there you have it, you can influence your supervisor. You can go to your supervisor and say “you know I'd like to move to our place in Texas or - you know - to the office in Texas” - and they may agree to do that because you're so good and they don't want to lose you. So, figure out how to have some kind of influence.
The third one talks about communication skills. This is something that everybody can get better at, and superior communication skills is the way that you relate to other people whether you're a sports hero or a movie star or an artist; there's a reason that we pay five and ten and fifteen million dollars for an athlete or a movie star to promote a product. They do that because they know the movie star the sports hero will sell the product; in fact, many sports athletes make more money in endorsements than they do in salary - think of Michael Jordan. Michael Jordan is a billionaire mainly because of his Nike shoes, not from what he made on the court. In fact, he owns a basketball team now. Tiger Woods is another one. Many people have made hundreds of millions of dollars based on their image because at that time and at that place they're largely respected by the public, and it's amazing the influence that they have, not just on the youth, but just on anybody who's in their sphere of influence, including older individuals. I go back to Michael Jordan and what we learned is: “be like Mike” - they were telling a generation be like Mike - if you wear these shoes, you'll be like Mike. You can go back even into the religious realm, where Pope Francis... hardly anybody has met him, but millions are enthralled with the way that he lives his life - he believes that you should help those that are the less fortunate, those who don't have a chance in life - or very little chance -and he says that you should pursue this over your own selfish aims is what his message is. They always give back, and people respect a person like that, who's willing to sacrifice themselves and their own future for other people.

Fourth: likable. I love this one - some of you talked about being likable. I have always said, if you work hard and you're likable you can be just about anything you want in life; you can have almost any success that you want if your work - if you work hard and if you're likeable. Will Smith is a likable person. Tom Hanks is a likeable person. These are - they have a likable image and people pay to see them - they pay to be around them - and you become influenced by these people because you like them and you want to be like them; that's so important to become a likeable person. In fact, I did a little study and found out as I was researching likeability and likeable, that the most likeable country in the world - anybody want to take a
guess what that country is? As voted by a big poll, was actually Canada; very close to the United States, and it was followed by Sweden, the Netherlands and Norway. What's interesting is that second, third and fourth are in Northern Europe; the same cluster; it's kind of amazing - these are places that you want to go because they - here's the key thing (is) - they make you feel good; and here in the United States it reminds me of the bar “Cheers” - that show “Cheers” where the song says “where everybody knows your name” - and every time Norm would walk in people would go “Norm!” People want that - they want to feel liked, and if you can make somebody else feel liked they will follow you - not to the end of the earth - but they would follow you because you to make them feel good - that's what it is about likeable. If you make people feel that you care about them - that you like them – that their interest is your interest; If you can figure out how to do, that you will have influence in almost any environment that you have.

And that brings us to the last one, which is confidence. We talked about the first slide, which is change; change is very daunting. People resist change; so, if you can figure out a way to reduce that change, then you have a better chance of having influence. And the sixth and final one that you can do to gain more influence, is to be confident. Leaders need followers, and followers need to be assured that the direction they're going is not only achievable but worthwhile. So, what's achievable? People want to spend times on things that will work - on things that they can achieve - and they don't want to invest time and effort - if you can't reach the so-called brass ring - if you can't achieve your ambitions; so, it has to be something that people realize that I can do this; you know, if you work out for six months you will get stronger; people want to realize that that can happen. And that's achievable.

Let's talk about worthwhile. There was also on 60 minutes a presentation on Make-a-Wish; and the Make-A-Wish Foundation has been around since 1980 - long time - and it started with a seven-year-old boy; he had a dying wish: he wanted to be a motorcycle cop, and the lady that founded Make-a-Wish worked with the Arizona Department of Public Safety and they fulfilled this young boy’s wish. Unfortunately, he died a month later, but it started Make-a-Wish. They
wanted in some way to give people a wish, and today that group collects over a hundred million dollars a year; there's 25,000 volunteers, and it's a foundation – and, it is an organization - that exists just to promote wishes to people who have serious illnesses; and so, it's worthwhile. And so, if you're trying to influence an environment pick something where you're confident you're going to achieve it - and it's got to be worthwhile to achieve - and that's what's an important part of that.

And so, some concluding thoughts. The first thing I want everybody to remember is this is all doable. This is a very doable presentation. Every single one of us in this presentation can gain more influence; and as we've shown you with the six strategies, they are all learnable - it just takes an investment of your time and recognizing that this is what I have to do in order to gain influence.

Secondly, these are all personal characteristics for the most part; communication skills and likability – so, these are doable things, and absolutely you can gain influence from some - I think in some ways - simple characteristics.

But, I think, to give you one more example as we conclude and then we'll ask some questions - is that one of the most, I found, hard-working, respectable, likeable, inspiring persons of certainly this last century was Mother Teresa. She founded the Missionaries of Charity, which consisted of about 400 or 500 Sisters in 133 (parishes), and they ran hospices and homes for people with AIDS, with leprosy and tuberculosis, soup kitchens, clinics - and also schools - and most know that she won the Nobel Peace Prize in 1979; but maybe the greatest respect paid to her life when she passed away was from the Prime Minister of Pakistan, who said that quote “she was a rare and unique individual who lived long for higher purposes. Her lifelong devotion to the care of the poor the sick and the disadvantaged was one of the highest examples of service to our humanity”, end quote.
What is most interesting about that statement is if anybody knows about India and Pakistan, is Pakistan is the archenemy of India, and for somebody in Pakistan to actually say that about their fellow country - the country next-door - really talked about the influence that Mother Teresa has, not just as a citizen of India but a citizen throughout the world; and that lies - and therein lies at the heart of gaining influence -which I hope everybody remembers - is yes, you have to know how to change, you have to have something somebody wants, and you have to be able to communicate well within your environment; but it is those personal characteristics that determine your ability to influence those within your world.

So, work hard, be likable, be respected and be inspiring, which we learned about in our earlier slides. Become a Jesse Jackson, a Margaret Thatcher, a Mother Teresa; and if you pursue the right ambitions in a decent and noble manner than you really do - you really can - influence the world to become a better place to live.

(Dan Ambrosio): One of the key take-aways from Dean’s presentation is that “Your worth is not determined by what you bring to the table; your worth is determined by what you do once you are at the table.” While there are many aspects to influence, it is important to note that people are more influenced by people they respect, who do what is right, and who work to improve the human condition. I’m Dan Ambrosio with Walden Career Services and thank you so much for watching.