

Leadership isn't about a title – it's about **your ability to inspire, persuade, and drive action**. The most effective leaders don't rely on authority to get things done; they rely on **trust, expertise, and strong communication skills** to influence those around them.

This **Influence & Communication Planner** will help you:

- Assess your current level of influence.
- Identify key relationships to strengthen.
- Improve your persuasive communication skills.
- Develop an action plan to increase your leadership impact.

This planner helps you take **practical steps** to lead with influence, whether or not you have formal authority.

### Self-Assessment: How Strong is Your Influence?

**Instructions:** Read each statement below and rate yourself on a scale from **1 (Never)** to **5 (Always)**. Be honest – this is for your personal reflection and growth.

#### ◆ Relationship & Trust-Building

- ☐ I actively build and maintain strong relationships with colleagues.
- ☐ People feel comfortable coming to me for advice or support.
- ☐ I make time to understand others' challenges and offer help without expecting immediate returns.

#### ◆ Expertise & Credibility

- ☐ I consistently demonstrate deep knowledge in my field.
- ☐ My colleagues value my input and seek out my expertise.
- ☐ I continuously invest in learning and growing my skills.

#### ◆ Persuasive Communication

- ☐ I can clearly articulate my ideas in a way that resonates with others.
- ☐ I tailor my communication style to different audiences.
- ☐ I use storytelling, data, and emotional appeal to make my points more compelling.

#### ◆ Problem-Solving & Proactive Leadership

- ☐ I don't just identify problems—I offer solutions and take initiative.
- ☐ I am seen as someone who gets things done and removes obstacles for others.
- ☐ I help people align on shared goals and encourage collaboration.

#### Scoring System:

- **40-48 points:** You have a strong influence—continue refining and leveraging your leadership impact.
- **30-39 points:** You are developing influence, but there are areas for growth. Focus on strengthening weaker areas.
- **Below 30 points:** There's an opportunity to improve. Use the sections below to create an action plan.

### Relationship-Building Plan: Strengthening Your Leadership Network

Influence starts with **strong relationships**. Identify three key people in your organization or network that you need to strengthen connections with and outline how you will engage with them.

Person	Why is this relationship important?	Action Step (How will you strengthen this connection?)
1.		
2.		
3.		

💡 *Example:* If you want to improve collaboration with a key stakeholder, your action step might be to schedule regular check-ins, offer support on a project, or find ways to add value to their work.

### Communication Strategy: Crafting Messages That Inspire Action

Persuasive communication is key to leading with influence. Use this section to **prepare for an upcoming conversation, presentation, or discussion** where you need to persuade or gain buy-in.

1. What is the key message you need to communicate?

---

---

2. Who is your audience, and what matters most to them?

---

---

3. How can you tailor your message to resonate with them?

---

---

4. What method will you use to make your message compelling? *(Check all that apply.)*

- ☐ Storytelling – Framing the message in a way that connects emotionally.
- ☐ Data & Logic – Using facts, figures, and evidence to support your point.
- ☐ Urgency – Highlighting why action is needed now.
- ☐ Vision – Painting a clear picture of the benefits and long-term impact.

💡 *Example:* If you need to convince senior leaders to approve a project, you might use **data to show potential ROI, storytelling to illustrate real-world impact, and a sense of urgency to drive decision-making.**

### Action Plan: Strengthening Your Influence

To increase your leadership influence, create a **personal action plan** to strengthen key areas.

Focus Area	Action Step	Deadline
Strengthen a key relationship		
Improve persuasive communication		
Demonstrate expertise in my field		
Develop a solution-oriented mindset		

💡 *Example:* If you want to enhance credibility, you might commit to presenting at an industry event, publishing thought leadership content, or mentoring junior colleagues.

### Personal Commitment: Leading with Influence

Write a personal commitment statement outlining how you will build and apply your influence moving forward.

👉 *Example:*

*"I commit to strengthening my leadership influence by improving my ability to communicate persuasively and fostering stronger relationships with key stakeholders. I will actively seek opportunities to provide value, support collaboration, and lead with integrity."*

📝 Write your commitment statement here:

---

---

---

---

### Final Thoughts: Influence is a Skill You Can Develop

True leadership isn't about **position or authority** – it's about **how you show up, build trust, and inspire action**.

By using this planner, you're taking **proactive steps** to become a more influential leader. **Start small, stay consistent, and refine your approach as you grow.**

**Are you ready to strengthen your leadership influence? It starts with one action today.**