

# BECOMING CONSISTENT

Increasing Impact and Influence





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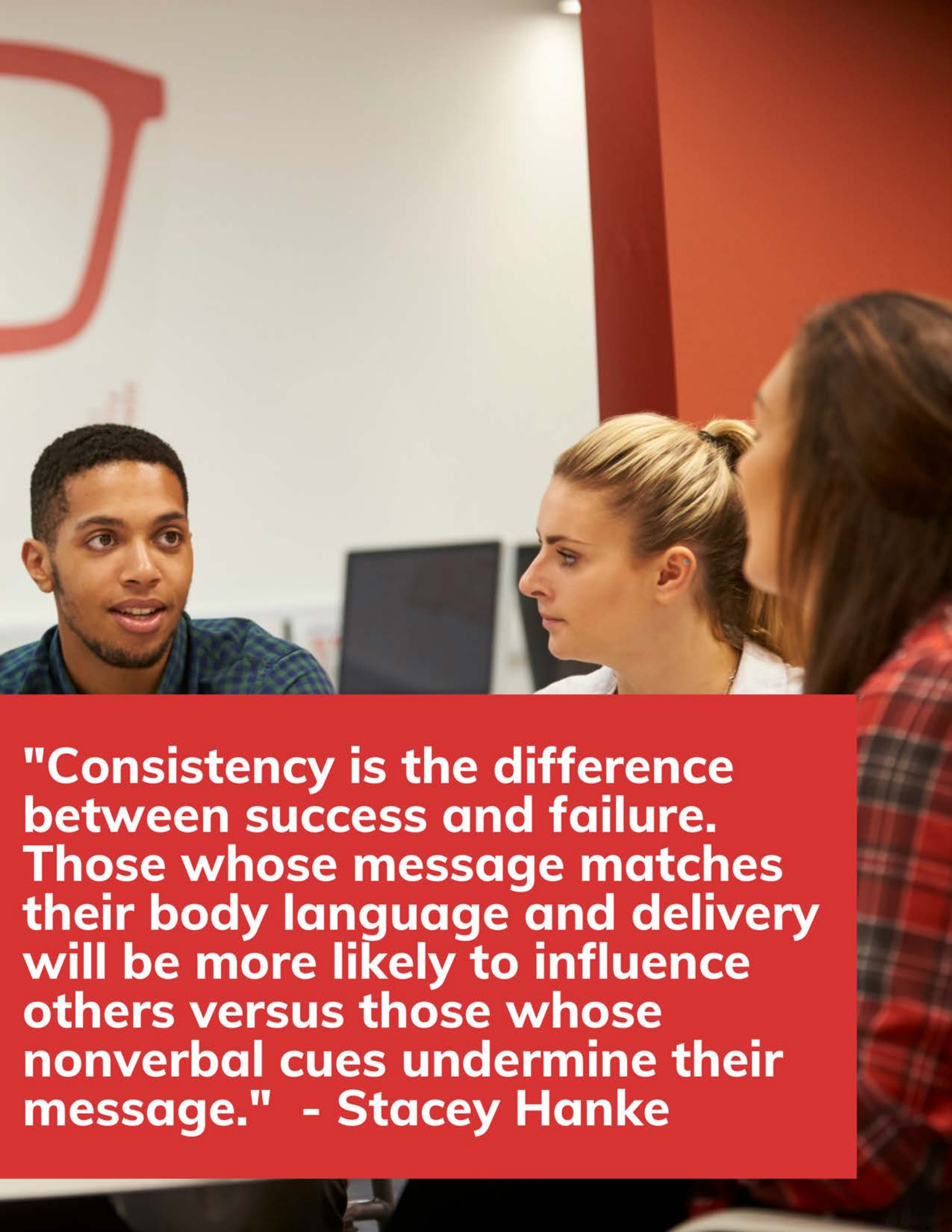
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**"Consistency is the difference between success and failure. Those whose message matches their body language and delivery will be more likely to influence others versus those whose nonverbal cues undermine their message." - Stacey Hanke**

# INFLUENCE MODEL





# THE IMPORTANCE OF BECOMING CONSISTENT

Consistency is often the difference between success and failure. Those whose message matches their body language and delivery will be more likely to influence others to act upon what you have to say. Those whose nonverbal actions lack consistency with their message fail to earn the trust and credibility needed to make a significant impact on the actions of others.

Whether you are facilitating a meeting, delivering a high-stakes presentation, making a sales or creative pitch or having a virtual face-to-face conversation, you are trying to influence others to act upon your ideas. How well you present and communicate your ideas has a significant impact on your ability to get what you want and need to grow, both professionally and personally.

Influence comes down to two different, colliding elements: what you communicate and how you communicate it. The message itself encompasses the verbal part of communication -- the words you speak or write. The delivery represents the nonverbal portion - all the ways you express yourself apart from the actual words.

### CONSISTENT DELIVERY:

Delivery can be broken down into visual and vocal cues. Visual cues are how you present yourself to others: dress, presence, body language, posture, gestures, facial expressions and eye contact. Vocal cues have to do with how you sound, such as tone of voice, volume and pitch.

## MESSAGE VERSUS DELIVERY

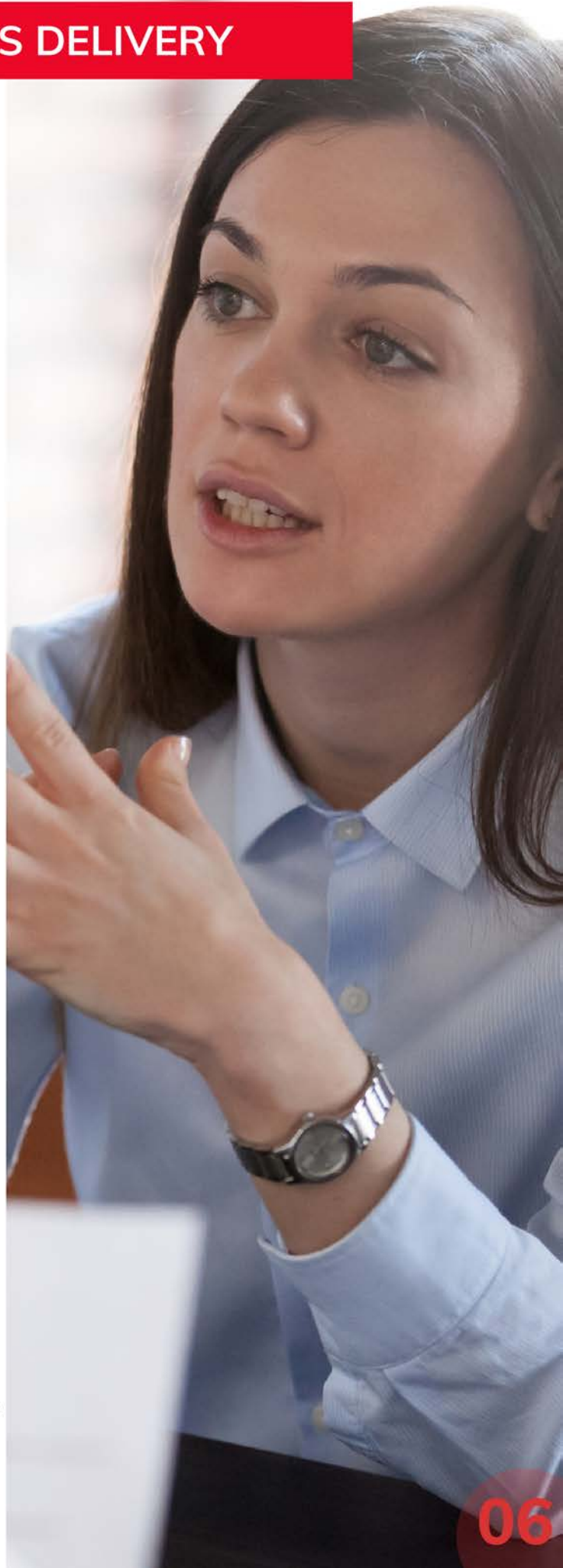
In our work, we find that message is rarely the problem. The majority of people we coach are knowledgeable in their subject matter, but their delivery winds up sabotaging their message.

Those with something important and meaningful to say are often misjudged, misinterpreted or dismissed because of their ineffective nonverbal communication.

**Most people understand the message they want to convey, but it isn't always relayed in the same manner in which it is intended.**

**They may be unaware of the signals their body language is sending.**

Most of us concentrate our time on the message we want to convey and fail to spend enough time considering the way in which we must deliver it to have the biggest and best impact on others.





**When communication is unclear -- when the message and delivery lack consistency, we pay more attention to nonverbal cues to interpret meaning.**

Many fail to consider consistency as being a critical element to influence. The reason it is crucial is because people will only allow you to influence them if they trust you. Trustworthiness is consistently cited as the most important characteristic of an influential person.

Have you ever spoken with someone who made a recommendation but conveyed a sense of hesitation either in their voice or their body language? How likely were you to follow their recommendation?

You can be the most knowledgeable individual in your industry, but if you are unable to communicate your message in a consistent manner, people will lack trust and confidence in your idea. On the other hand, if you communicate your message with consistent delivery, others will hear your message, gain trust and believe what you have to say.

If you lack credibility, it could be because your message and delivery are sending conflicting signals. Your listener hears one thing but sees something different. If they perceive you lack confidence in your own recommendations, you won't be able to influence them. After all, if you don't believe you, why should they?





## CONSISTENCY: LITERATURE RESEARCH

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In my book, *Influence Redefined*, I assert there are two different elements that coincide with influence: what you communicate and how you communicate.

Consistent leadership is associated with group effectiveness and leader influence. Astrid M. Richardsen and William E. Piper studied the effects of leader consistency in relation to group learning and performance. Their results indicated that leadership consistency promotes greater learning and group performance. Just as Hanke asserts in her book, consistency of leadership and communication promotes greater influence and group effectiveness. (Richardsen, Piper 1986)

Joseph Eric Massey analyzed literature on organizational legitimacy and found that organizations that produce consistent responses and strategies are perceived as being more legitimate, effective and influential than organizations without consistent responses. (Massey 2001)

**Understand how you're impacting people and how you're contributing to their effectiveness. The higher you go and the less you do, the more it's about influence.**



# QUANTITATIVE ANALYSIS

## HOW THE LENGTH OF TIME REMOVED FROM INFLUENCE REDEFINED WORKSHOP AFFECTS THE IMPORTANCE OF CONSISTENCY FOR THE PARTICIPANT

Respondents who most recently participated in a workshop were more likely to agree with statements regarding virtual conversations, accountability, consistency, reputation, and communication efficiency. Respondents who tended to have the lowest level of agreement generally took a workshop 10-12 months ago.

**75%** of participants surveyed who attended the Influence Redefined workshop 1 -3 months ago agreed that the skills and techniques taught positively impacts their consistency.

**41%** of participants surveyed who attended the Influence Redefined workshop 1 -3 months ago agreed that the skills and techniques taught positively impacts their consistency.

These are individuals who held themselves accountable by practicing the skills and techniques taught to be consistent in their communication. Hanke's workshop was able to provide necessary tools for individuals to communicate consistently.

	Mean	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
With the skills shared with me, I am more consistent with how I present my body language day-to-day and across workplace situations. *N=154	3.97	1%	1%	18%	60%	20%
Post-workshop, I have been consistent with personal branding. *N=156	3.82	0%	6%	21%	57%	16%

# “CONSISTENCY: QUALITATIVE FEEDBACK”

Responses for “What barriers do you still face with consistency in the workplace?”

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1

Consistency to ask for feedback that will help me advance.

2

Discipline.

3

Habits.

4

Staying high on your low days.

5

The transition to 100% remote work has required a whole new set of skills that I need to hone. I haven't found all the resources needed to support the shift yet.

6

I don't know if this muscle will ever be completely built, but I'm working on getting a bit better each week.

7

I tend to still sometimes fire off a quick email versus taking my time and fully explaining myself.



# FINAL WORDS

We are living in a new world of work called noise. We receive messages 24/7 via email, text, social media, in-person meetings and virtual calls with our webcams on. We are dressed in business attire from the waist up, feeling fatigue, by Wednesday.

This world of noise makes it even more difficult to be consistent in how we show up and how we stay present. We need to focus and work even harder during our virtual interactions -- to stand above the noise to be heard, understood and to influence action.

Every conversation – whether a meeting around a conference table, a presentation in front of hundreds of people or a Zoom call – is an opportunity to extend your personal brand.

If you use the same skills in every conversation, you will show up as your best, authentic self in every interaction, **Monday to Monday®**



STACEY HANKE INC  
communicate with influence