

STACEY HANKE INC

INFLUENCE & IMPACT

Communication Efficiency



STACEY HANKE, INC IN PARTNERSHIP WITH SOCIAL RESEARCH LAB -
UNIVERSITY OF NORTHERN COLORADO. ALL RIGHTS RESERVED.



Contents

04

INFLUENCE MODEL

The building block to growing your influence in the workplace.

05

COMMUNICATION HABITS OF HIGHLY INFLUENTIAL LEADERS

4 communication practices of influential and impactful leaders.

07

LITERATURE REVIEW

What literary research says in support of communication efficiency and its impact on influence.

08

QUANTITATIVE ANALYSIS

What research revealed about self-awareness with previous workshop attendees.

09

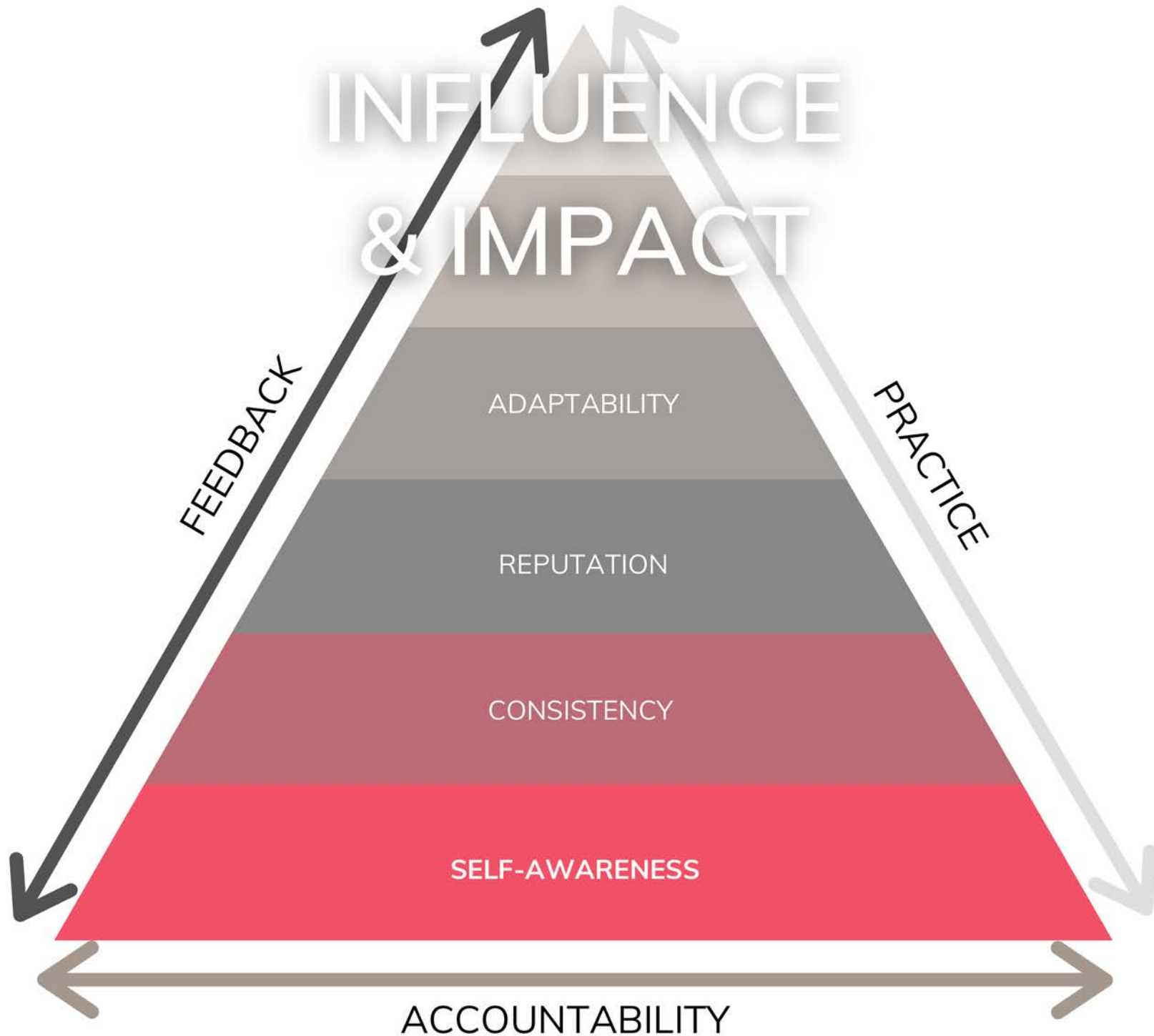
QUALITATIVE RESEARCH

What attendees had to say upon learning the truth of what it takes to earn influence in the workplace.



**"Individuals who are influential Monday to Monday are disciplined and committed to doing the work of an influencer. They are committed to practicing, asking for feedback and learning from their mistakes."
- Stacey Hanke**

INFLUENCE MODEL



4 Communication Habits of Highly Influential Leaders

Leadership is about being in service to others. Being an influential leader requires others perceiving you as credible and trustworthy. In order for leaders to be effective and influential, they must commit to practicing their communication skills in every interaction, Monday to Monday. Influential leaders who truly impact others recognize everyday consistency is an essential component in building the credibility necessary to get others to act on what they have to say. Here are four communication habits that separate everyday leaders from those with true influence.

Communicates CONSISTENTLY

Consistency is a key element of influence. Influential leaders know how to communicate in a way that is concise and clear. They show up for every moment, whether it is a high-stakes meeting or a simple conversation in the hallway. Leaders don't discount the impact of a 140-character tweet, a quick text to a client or their profile description on the corporate website. When leaders ensure their messages, actions and presence are consistent, influence grows. Consistency means that regardless of the number of people or level of importance of whom a leader communicates with, or what medium and method the communication occurs, they are always seen as confident, credible and trustworthy.

Communications FREQUENTLY

Many of those in leadership roles believe they communicate the company goals clearly and frequently enough for employees to know, but truth is few do. Communicating goals frequently also ensures employees are aware of any changes in direction and priorities. It helps them better prioritize their daily work and efforts, resulting in a more deliberate, productive workday. Communicating with frequency also helps build a relationship with employees that allow them the opportunity to ask questions, seek clarity and provide insightful feedback into the overall strategy.

PROVIDES Feedback

Influential leaders know feedback goes beyond performance reviews. Credible, trustworthy leaders are those who invest time and energy in providing ongoing feedback to those that work for them. Influential leaders, who employees trust, can inspire and motivate others to grow their own skillset to provide their most quality work.

SEEKS Feedback

Leaders aren't born, they are made. The ability to make an impact on others requires consistent practice and feedback from trusted sources. Today's effective leaders recognize in order to be successful, they must understand, first, how others perceive them and adjust accordingly. Feedback and self-awareness is an essential component of a leader's ongoing development. Effective leaders know ongoing personal development and practice is crucial to building trust and credibility by demonstrating consistency with whom they are trying to influence. Upon receiving feedback, leaders focus on practicing the skills necessary to improve each interaction. This upward spiral leads to greater influence and long-term positive habits.



**Impact and influence
aren't only about how
you show up, but
what you leave
behind.**

Being an influential leader is a choice, one of which can be practiced and implemented daily, throughout each and every interaction. When leaders hold themselves to seeking feedback to grow their skillsets and providing feedback so their team can do the same, they will see their level of credibility rise among those they influence. When leaders seek feedback to grow their skillsets and provide feedback so their team can do the same, their credibility will rise among those they influence.

Literature Review

COMMUNICATION EFFICIENCY

Stacey Hanke discusses the importance of efficient, effective and clear communication. Literature supports the asserted importance of effective communication by leaders and communication within organizations. Jacqueline Mayfield and Milton Mayfield (2002) analyzed communication strategies as critical paths to improving employee commitment. They found that leader communication strategies can increase worker loyalty. Torun Dewan and David Myatt assert that leaders with perfect clarity have greater influence than other leaders. (Dewan and Myatt, 2008)

Many leaders mistakenly believe that having influence in the moment is enough to ensure results. This is why the current influence paradigm focuses on only having influence during critical events such as high-stakes meetings, crucial presentations or key sales calls.

Influence keeps the board, executive committee and organization following your vision.

Influence is how you get consistent, discretionary effort from team members.

Influence is the way to retain customers in a competitive market.

Influence is what compels a prospect to pick up the phone and call you.



QUANTITATIVE ANALYSIS

Purpose: Assess participant's ability to communicate with influence.

Outcome: The qualitative and quantitative responses highlight that participants feel confident in their virtual communication post-workshop, though the current state of the world has created additional barriers.

HIGH MEAN SCORES

The item that earned the highest mean score is "Post-workshop, I am able to employ efficient and effective communication strategies" (4.02), with 85% of participants in agreement in believing Hanke's workshop provided them with the ability to communicate with influence.

I think that the messages are more succinct and direct. [I'm] definitely paying more attention to the audience in preparing how and what I say in those messages, and therefore I think the understanding of the message comes much more quickly. I take a little deeper understanding.

Post-workshop, I am able to employ efficient and effective communication strategies" (4.02), with 85% in agreement. Similarly, the statement "Post-workshop, I have seen benefits from the skills I learned regarding communicating with influence," has a mean score of 3.93, with 76% of respondents agreeing the value Hanke's workshop has provided direct benefits to participants.

The statement "Based off the skills I learned in the workshop, I am able to coach my team to be clear and communicate with influence" had a mean score of 3.71. The item "Because of the workshop, I am able to now coach my team regarding communicating with influence" ties directly into Hanke's emphasis on encouraging leaders to share what they've learned with their teams through constant and consistent communication and implementation.

QUALITATIVE ANALYSIS

HOW THE LENGTH OF TIME REMOVED FROM INFLUENCE REDEFINED WORKSHOP AFFECTS COMMUNICATION EFFICIENCY

70% of participants surveyed who attended the Influence Redefined workshop 1-3 months ago agreed that the skills and techniques taught gave them the skills and techniques to communicate with efficiency.

57% of participants surveyed who attended the Influence Redefined workshop 7+ months ago agreed that the skills and techniques taught them to continue to communicate with efficiency.

Hanke's workshop was able to provide necessary tools for individuals to communicate with efficiency.

	Mean	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
Post-workshop, I have seen benefits from the skills I learned regarding communicating with influence. *N=129	3.93	1%	2%	21%	54%	22%
Post-workshop, I am able to employ efficient and effective communication strategies. *N=128	4.02	0%	2%	13%	65%	20%
Based off the skills I learned in the workshop, I am able to coach my team to be clear and communicate with influence. *N=129	3.71	1%	7%	27%	50%	15%

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