

INFLUENCE ELEMENTS

Mastering Influence in Our
New World of Work





Contents

04

INCREASING IMPACT & INFLUENCE

Leverage elements to increase influence and maximize connectedness within hybrid teams.

05

CONNECTION OPTIONS

Why leaders must train employees to leverage our new world of work to increase their influence.

06

HYBRID MEETING BEST PRACTICES

Help employees remain effective and influential no matter where they work.

07

ENHANCING CONNECTIONS

Executives believe productivity improves when connections improve. Employees agree.

08

ELIMINATE DISTRACTIONS

Quick tips to maximize your connection and influence your virtual and hybrid workforce.

09

PARTICIPANTS RESPOND

Changes in participant confidence and knowledge by following *Influence Redefined*.



"For leaders to have influence in our new world of work, they must foster a deeper, more intentional level of connection and communication than ever before."

- Stacey Hanke

INCREASING IMPACT & INFLUENCE

GROWING INFLUENCE WITH HYBRID TEAMS

Navigating our new world of work in hybrid, in-person and virtual environments isn't easy. Leaders must consider how to engage and influence others daily across various platforms while preventing themselves and their team from experiencing "Zoom Fatigue."

Influence requires learning to expertly navigate each interaction in a way that influences all participants to act, whether the leader is physically present or not.

Leaders can maximize everyone's time, grow engagement and lead with influence by learning to leverage the tools and systems available in today's modern world. Small breakout rooms, chat boards and messaging are a few tools that leaders can leverage to keep conversations going, no matter where participants may be.

Having influence in today's work world requires more from leaders than the ability to deliver an effective presentation. It requires proactive, creative thinking and accountability for everyone.

Do you feel confident guiding conversations you are not physically a part of? Do you believe your team knows how to engage in the conversation no matter whether they are in-person, hybrid or virtual?

Having influence in today's work environment requires being comfortable and confident using influential elements throughout every interaction.

Are you ready?

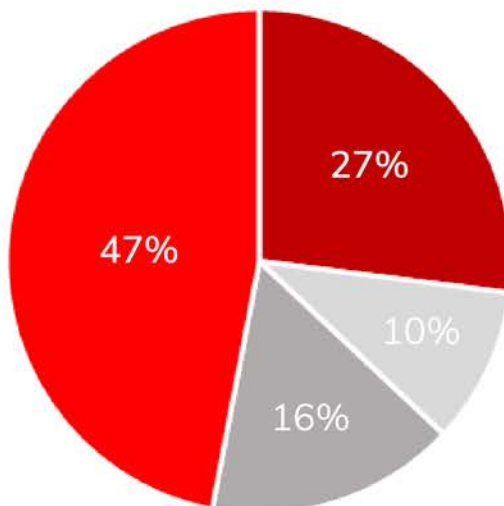
CONNECTION OPTIONS

A recent Salesforce survey found that 86% of executives believe ineffective collaboration and communication is the predominant cause of business failure. Yet, only 20% of remote employees reported receiving training from their company on how to effectively communicate in virtual environments.

77%

of surveyed leaders believe the way employees communicate in breakout rooms directly affects their level of influence.

U.S. COMPANY HYBRID WORK MODEL PLANS



- Offered hybrid work pre-pandemic
- Implemented hybrid work for pandemic, plan to keep it
- Implemented hybrid work for pandemic, do not plan to keep it
- Never offered hybrid work, do not plan to in the future

In the United States, 74% of organizational work models offer hybrid workplace models for their workforce.

While this option is great for employee satisfaction, companies must provide employees the skills needed to enhance messaging so that what they say makes a meaningful impact on their listeners, in-person and online.

Before attending *Influence Redefined*, only 53% of executive-level participants reported having the ability to enhance their messaging for online meeting attendees.

Afterward, 84% felt confident they could deeply connect and convey their messaging to any listener, in-person or online.

What about you?

HYBRID MEETINGS BEST PRACTICES

HYBRID IS A CHOICE. CAMERAS ARE NOT.

When employees choose to work from home, they miss out on the workplace interactions that shape decisions and grow relationships the way in-person professionals do. To boost their face time, companies must communicate that camera use is expected when participating, leading a meeting and greeting everyone at the beginning. This lets people know you're still engaged even with your camera off.

EVALUATE YOUR SURROUNDINGS

We spend so much time in our work environments that we often fail to see when our space distracts us. Piles of papers, empty coffee cups and disorganized desks become the focal point and steal focus from your message. To evaluate what others see, turn on your camera and scan your surroundings. Identify objects that steal focus, adjust your lighting and straighten books. What your camera reveals should add value to how others perceive you. Otherwise, clutter needs to go.

DRESS FOR THE JOB

Don't allow unexpected meetings to catch you off guard. Dress professionally, even when your calendar is clear and when you think your camera will be off. Your personal brand requires showing up consistently - in the office and on Zoom. You will project confidence in every interaction by looking professional when working virtually. This way, you are prepared when those last-minute meetings require your attendance.



ENHANCING CONNECTIONS IN IN-PERSON, HYBRID & VIRTUAL WORK ENVIRONMENTS

Data suggests that productivity increases by 25% and employee turnover decreases by up to 50% when employees feel well-connected.

Employee connectedness is vital for organizational success; therefore, leaders must learn to confidently leverage new tools, training and techniques that enhance their team's connection.

We recently surveyed over two hundred *Influence Redefined* participants to evaluate their confidence levels to drive conversations and improve connections within their hybrid, virtual and in-person work environments.

COMMUNICATING CONTENT

Seventy percent of respondents believed they could successfully communicate the content of their work in a hybrid-work model. After *Influence Redefined*, an astounding 90% of attendees knew they could. How much would your organization improve if that many leaders could successfully communicate?

MASTERING ONLINE TOOLS

Growing connectedness and preventing "Zoom Fatigue" within virtual and hybrid workforces requires creativity. Before *Influence Redefined*, only 33% of attendees were confident in using polling, chats and quizzes to drive connections. That number grew to 54% after training!

VIRTUAL MEETINGS

Before *Influence Redefined*, only 67% of respondents felt confident working effectively with their virtual team. That number grew to 87% after attending the workshop - a 23% increase!

CONNECTING WITH OTHERS

Participating leaders reported struggling to connect with others in meetings. Only 33% believed they could influence others by connecting with attendees.

After *Influence Redefined*, 71% believed they had the skills to connect with listeners in meetings and make the impact necessary to influence action.

ELIMINATE DISTRACTIONS

Distractions steal focus and threaten your ability to truly connect. Grow influence by implementing these changes so others focus on you and your message - not the noise.

Quiet the Noise.

Few things distract from your message or steal focus, like the sound of a ringing doorbell, smartphone or barking dog. Remind employees that virtual environments must emulate the workplace. Encourage everyone to find a quiet location free from distracting noises which can divert and steal focus from what they have to say.

Backgrounds Blur.

Too many people use blurred digital backgrounds to hide the mess and clutter visible behind them. That doesn't work. These backdrops lack transparency and keep listeners wondering what you are trying to hide. As a result, their attention is focused more on what might be behind you than what you have to say.

Glitches a Go-Go.

Technical glitches continue to frustrate listeners and compromise connections. Whether it is a lagging internet connection, poor camera connections, or a choppy digital background that makes attendees look more animated than humans, these glitches must go. Before any remote work occurs - for you or your team - acquire the proper technology and tools to maximize your connection.

Don't Know It? Don't Use It.

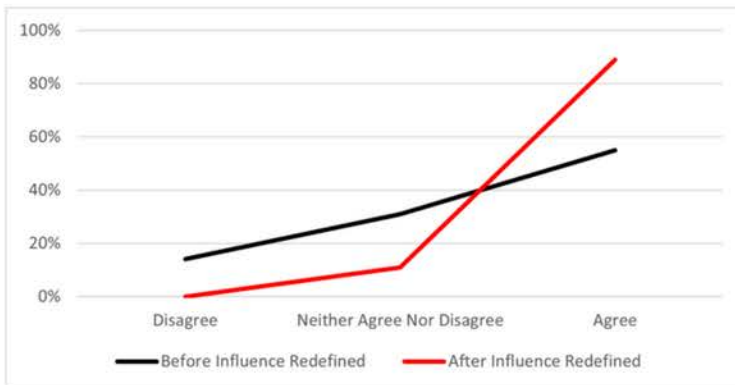
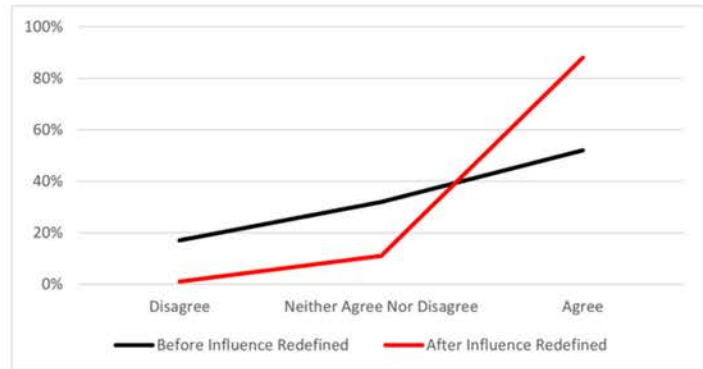
Far too often, professionals attempt to learn as they go, allowing everyone to experience their technological learning curve. It's not fun. Struggling to share a screen, unmute a mic, or open a chat can leave video participants questioning your credibility. Practice on your own time. Learn how to use all tools before trying them on a live audience. Look like the professional you are.

PARTICIPANTS RESPOND

Here are a few examples of how *Influence Redefined* helped participants gain confidence by using influential elements to lead their hybrid, virtual and in-person teams.

Respondent Question, Example #1:

"I have the tools needed to utilize Q&As effectively in a meeting."

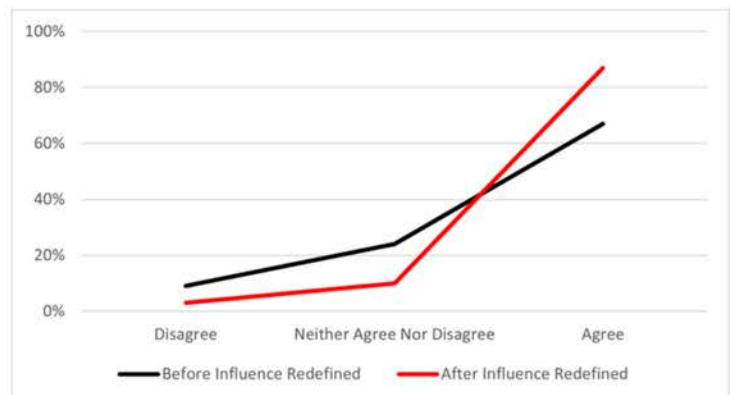


Respondent Question, Example #2:

"I know how to use visual aids in virtual spaces to ensure my audience interacts with the content."

Respondent Question, Example #3:

"I feel confident when working virtually with a team."



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 fatigued 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