



WELCOME TO THE INSIDER'S CORNER

BE BOLD AND
Go Off-Script!

TOP 5 THINGS YOU CAN DO TODAY TO GROW YOUR ORGANIZATIONAL INFLUENCE

“

**"THE KEY TO
SUCCESSFUL
LEADERSHIP TODAY
IS INFLUENCE, NOT
AUTHORITY"**

KENNETH BLANCHARD

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ABOUT

Hello Friend!

My name is Shelisa Bainbridge.

Several years ago I left my corporate life of over 20 years, working with large and well known brands, to pursue a life dedicated to coaching businesses and leaders.

I believe that one of the best ways to positively impact the world is by **helping leaders to engage differently in their organizations.**

Leaders have **colossal potential** to create the best working experiences for people serving their organization. They have the ability to create a culture where people thrive, have fun, and are at their best every...single...day.

But the reality is that many leaders have learned habits from leaders before them, that prevent them from establishing the right mindset and knowledge required to create those kinds of work experiences.

I'm on a mission to help leaders break bad habits and go completely **Off-Script**, by teaching them ways to grow their influence and impact in their organization, enabling them to create progressive, creative, nimble and fun work environments.

It's a pleasure to meet you!

A handwritten signature in black ink that reads "Shelisa Bainbridge". The signature is written in a cursive, flowing style with a large initial 'S'.A close-up portrait of a woman with long, dark hair, smiling slightly. She is wearing a gold necklace with a small pendant. The background is a soft, out-of-focus light color.

**I HELP PROFESSIONALS
IMPROVE THEIR
ORGANIZATIONAL INFLUENCE
AND IMPACT**

MY MISSION: HELPING LEADERS TO *Go Off-Script!*

I feel like I hear these words and phrases a little to often these days:

- Entrepreneurship!
- Start a business!
- Follow your passion!
- Make millions!
- Don't settle for a regular 9-5 job!

This pressure to pursue a "passion" through entrepreneurship seems to be at an all-time high.

Don't get me wrong - I think entrepreneurship is great! After all, I am an entrepreneur as well.

But I am also someone who has invested a couple of decades understanding the inner workings of organizations, and the people leading them.

And I understand that not everyone is interested in being an entrepreneur (thankfully!) **and** that you don't have to own your own company to experience the bliss of "purposeful work."

MY MISSION is to help leaders (and others who would like to come along for the ride!) develop the courage and confidence to "**Go Off-Script**" by breaking bad habits and challenging current conditions.

I DO THIS IN PART BY:

- **Teaching** progressive methods and practices that help to create trust-based environments, where team collaboration and creativity are able to flourish.
- **Taking** about the right mindset that needs to be in place before anything else can take root.
- **Coaching** leaders on ways to confidently and persuasively recommend new ideas to senior level executives, that will further improve the organization as a whole.

Let's Get Started!



THE POWER OF INFLUENCE



We usually hear the word "influence" used today in the context of marketing and social media. At the simplest level, this type of influencer has enough eminence to effect the decisions of others as a result of their knowledge and relationships.

But I believe that there is a **desperate need** to bring the same level of importance of influence, into organizations.

Imagine bringing the same kind of meaningful influence to your organization as some of the top social media influencers do to their followers!

WHAT WOULD THAT MEAN FOR YOU? IT WOULD MEAN:

- ✓ People trust you
- ✓ People trust your knowledge
- ✓ People find their interaction with you helpful
- ✓ You have created social density at all levels of your organization (not just with your immediate boss or team)
- ✓ You have created a brand that is broadly endorsed, supported, appreciated and inspired
- ✓ That you are well positioned to effect major positive change within your organization

SO WHERE SHOULD YOU START IF YOU WANT TO GROW YOUR ORGANIZATIONAL INFLUENCE?

WHAT YOU SHOULD AVOID

THE IMPORTANCE OF BECOMING AN INFLUENCER IN YOUR ORGANIZATION



FIRST, let's start by understanding your motivations.

Be honest and ask yourself **WHY** you want to grow your influence. If it's for any of the reasons below, your motivation is not in the right place.

- ✘ You like the idea of being higher than others in the organization
- ✘ You want to be known for your status
- ✘ You like the idea of having the power to control decisions and people
- ✘ You see yourself as better than others (more savvy, intelligent, promotion-worthy)
- ✘ You want to be rich (it's all about the financial reward)

If your motivation falls within this realm then you will need to rethink and adjust your "why". Here are a few reasons:

1. These are all **ego-based** motivations
2. They tend to lead to a **lack** of satisfaction overall because you are motivated by "what" instead of "why"
3. It can allow an **unsafe** "by any means necessary" mentality to seep in. This means you run the risk of attaining your goals, even at the risk of someone else
4. People will question your motivation. This then **gets in the way** of creating real and wide-spreading trust (and without that, there is no influence)
5. Success based on these interests have a **shorter shelf life** than those on the upcoming list

If you feel that this describes you, **DON'T WORRY!** Your perspective can be adjusted with the tips that I'll give you now...

WHAT YOU SHOULD ADOPT

THE IMPORTANCE OF BECOMING AN INFLUENCER IN YOUR ORGANIZATION



NOW, let's talk about the motivations that you should adopt.

- 😊 You feel excited, happy and replenished when you know you've helped someone
- 😊 You enjoy learning. You take every opportunity to learn something new in order to better serve those around you
- 😊 You have an what I call an "**up, down and around**" service mindset. This means that you observe and understand the needs of your leaders, the people reporting in to you, and other teams you interact with
- 😊 You enjoy creating real relationships and connection
- 😊 You like seeing other people happy and this creates a greater sense of purpose in your role.

If your motivation falls within this realm then you are on the right track toward growing your influence in your organization.

1. People will create an instant **connection** with you and see you as a trusted colleague, especially if you are proactively offering support
2. With that connection comes **trust**. This means that even if they do not instantly agree with your opinion, idea or direction, they will be open minded enough to trust your recommendation to at least try it out
3. By leading with a serviced-based mindset you will feel a greater sense of **fulfillment**; and because "fulfillment" feels exciting and uplifting, you will be incented to do it more and more. And this will lead to far-reaching endorsement within your organization
4. You will experience an augmented sense of **purpose**, which will lead to long-lasting commitment and drive on your end

PREPARING YOURSELF

THE IMPORTANCE OF BECOMING AN INFLUENCER IN YOUR ORGANIZATION



BEFORE YOU START

I recommend you take the following actions to set yourself up for success:



- ① **UNDERSTAND YOUR STRENGTHS.** Understanding and being able to articulate your strengths will help you to identify opportunities where you will be able to best help and serve others
- ② **MAKE TIME TO HELP.** Allocate time in your week to helping others. I recommend 2 hours of "open time" that can be used to help and learn each week.
- ③ **PRACTICE PROACTIVITY.** People often shy away from offering help because of the perceived risk of being seen as "intrusive" or not "minding your own business" or not "staying in your own lane". I recommend that you challenge those thoughts and fears, and practice being proactive. The people who will feel uncomfortable with your offer will be in the minority. The reality is that *most* people will appreciate it, and *some* of those people who appreciate it will take you up on it. And, *offering* support will create a deeper, lasting impression on someone than if they asked for it themselves.
- ④ **KEEP YOUR WORD.** Maintain honesty and transparency at all times. If you can no longer assist, or if you find the task to be beyond your capability, let them know *quickly*. If possible, help them find someone else who is better suited to assist.
- ⑤ Practice **listening** and **observing**, find the courage to ask a lot of **questions**, and seek to **understand** (vs. showcase your knowledge and capabilities - let your work speak for itself.)

THE TOP 5 THINGS TO GROW YOUR INFLUENCE

The following tips are habits that you can start forming TODAY to start growing your influence. A few things to note and remember:

1. These tips apply to EVERYONE you meet. Do not reserve them for your boss or the highest ranking individual. They pertain as much to the high levels of the organization, as they do to the people reporting to you and others in your organization.
2. Practice these tips WHEREVER you are. Whether it's the person serving you coffee, or the person mopping the floor, or the person serving you lunch, your friends or your family, these tips should be observed as often as possible.
3. TRUST is paramount to growing influence, and these tips will help you to establish trust.

ADOPT A PROACTIVE, SERVICE-FIRST MINDSET

- 1 Look for ways to help those "up, down and around." Observe where others may be struggling, and offer your strengths to help them out.

SMILE, SMILE, SMILE!

- 2 Not only does smiling create a chemical reaction in your own brain, but it creates a reaction in the brain of the individual receiving your smile. They will see you as friendly, approachable and trustworthy.

PRACTICE ATTENTIVE LISTENING

- 3 Listen in order to **understand**. **Focus** on them - look them in the eyes - and then repeat back what others have said to you to confirm your understanding.

USE PEOPLE'S NAMES WHEN YOU'RE IN CONVERSATION WITH THEM

- 4 A person's name is the sweetest sound to them. It helps to create an instant connection between you and the other person.

AVOID TALKING ABOUT OTHERS AT ALL COSTS.

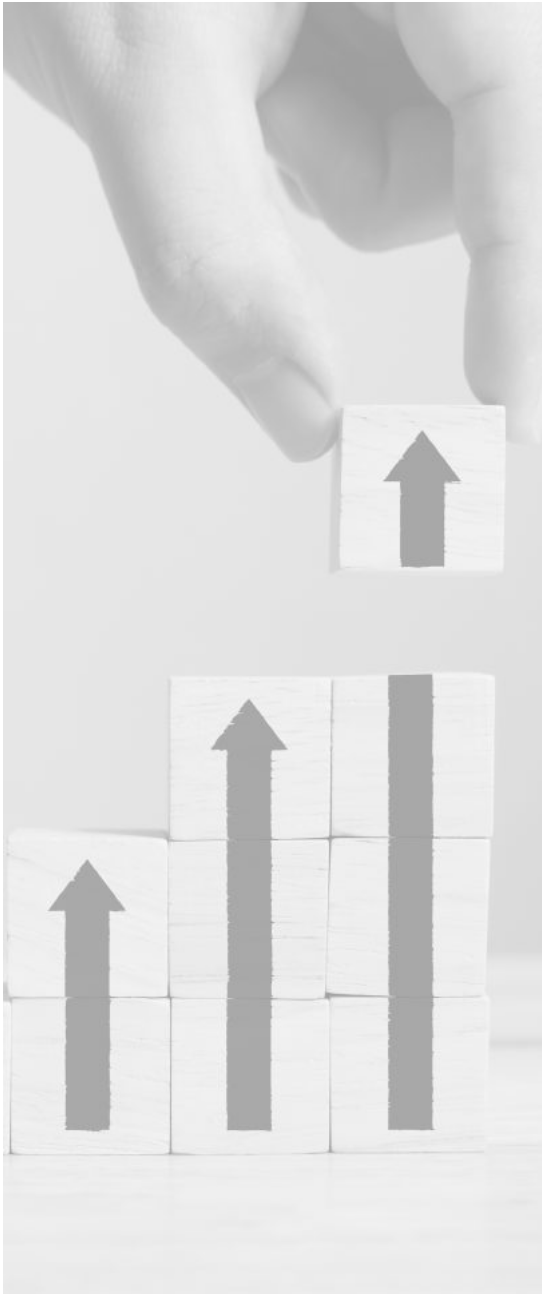
- 5 Speaking about others, especially in a negative way, is acidic - it erodes trust. If you are feeling a certain way about someone, find one on one time with them and have an honest, transparent conversation with them. Even if the conversation is uncomfortable for them, their opinion of you as a trusted individual will remain in tact.

BONUS TIP! BE FUNNY AND HAVE FUN!!

- 6 We all tend to take ourselves WAY too seriously. Show your human side! Find the humour in situations, and laugh along with others.

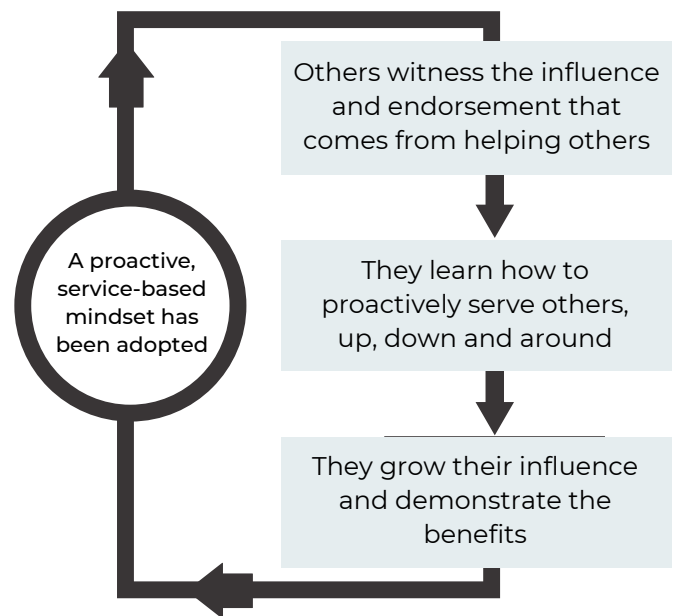
THE VIRAL EFFECT

THE IMPORTANCE OF BECOMING AN INFLUENCER IN YOUR ORGANIZATION



Once others in your organization witness your influence and impact growing over time, they will want to follow in your footsteps.

When this happens, you move from becoming a micro organizational influencer, to a macro influencer



BONUS CONTENT!



HERE ARE A FEW
RESOURCES THAT
WILL HELP KICK-
START YOUR
INFLUENCE GROWTH!

Here are 3 resources that I have recommended to clients who were interested in growing their influence:

- ① The **first** is a book and online assessment that will help you to understand and articulate your strengths
- ② The **second** is a book that offers timeless tips to help grow your influence
- ③ The **third** is an exercise that will help you to differentiate yourself from others in your environment. It will help you to understand what others are doing, and how you can "Go Off-Script" by doing things differently.

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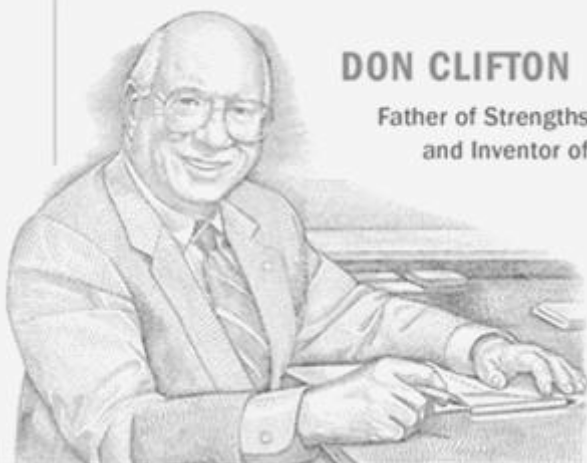
STRENGTHSFINDER ASSESSMENT

CLICK HERE
To learn more on Amazon



STRENGTHSFINDER 2.0
FROM GALLUP
and Tom Rath

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CliftonStrengths**



DON CLIFTON
Father of Strengths Psychology
and Inventor of CliftonStrengths™

Includes the
CliftonStrengths™
assessment

- Strengthsfinder provides a detailed rundown of a long list of strengths
- The book comes with a code that will give you access to an online assessment
- Once you have completed the assessment, you will receive a customized report on your top 5 strengths
- The assessment will help you to articulate to yourself and others, your greatest capabilities

[CLICK HERE](#) to learn more and read the reviews on Amazon*



NOTE: DO NOT buy this book used! Used versions will likely have the assessment code removed, preventing you from being able to take the assessment.

*Amazon affiliate link

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HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

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How to Create Uncontested Market Space
and Make the Competition Irrelevant

W. CHAN KIM | RENÉE MAUBORGNE

HARVARD BUSINESS REVIEW PRESS

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- As mentioned on their website:

"Blue ocean strategy is the simultaneous pursuit of differentiation and low cost to open up a new market space and create new demand. It is about creating and capturing uncontested market space, thereby making the competition irrelevant. It is based on the view that market boundaries and industry structure are not a given and can be reconstructed by the actions and beliefs of industry players."

- Although it's positioned as a way to find new markets, tools within this book are helpful to individuals interested in differentiating themselves from others in their organization
- Check out their website here: <https://www.blueoceanstrategy.com/what-is-blue-ocean-strategy/>

CLICK HERE to learn more and read the reviews on Amazon*

Thank
you

Thank you for taking the time to download this free resource!

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