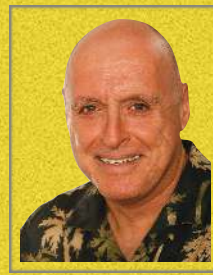


THE EXTRA POINT

BY JERRY ROBERTS



325 Influence — the Most In-Demand Currency

Politicians fight tooth and nail to get elected so they can have it. Business people make the tough climb up the corporate ladder so they can get it. I'm Jerry Roberts and today, we talk about influence, the currency that everybody wants more of. That's next, on The Extra Point.

So, during the break, did you say to yourself, "I don't care about influence one little bit." Okay, let's see. First things first, let's see what Webster gives for the definition of influence.

"The act or power of producing an effect without apparent exertion of force or direct exercise of command." In this instance we didn't make something happen ourselves, but we were able to get the result we wanted through somebody else we convinced.

Let's get down to the basics. Do our parents have influence over us? How many of us have caved in when our mom laid something like this on us: "I carried you for nine months and it was a rough pregnancy. You never stopped kicking. And let me tell you about the first three years..." Yeah, after that, you'd do whatever she wanted.

How about grandmothers? Didn't you love that Nana had her own rules, and that those rules often were in opposition to what Mom said? She had influence.

Teachers had great influence because they knew everything and they took care of us at school, and told us we could be anything we wanted to be.

The doctor writes you out a prescription and you take it. Why? Because we're conditioned to grant doctors influence over us and our health decisions. It's the same with lawyers, tax accountants, and just about every other highly successful person. They're rich or have a professional degree, and when they advise that we decide this or that, we listen.

An auto mechanic tells us to replace a part right now because it would otherwise be taking a risk to operate our vehicle. We do it because they know cars better than we do, and our action is a direct result of their influence.

What is going on in all these cases, what is the common link? There are two parts to it. Number one, we believe the individual knows what they're doing. We don't question the ability of our mother, grandmother, teacher, doctor, lawyer, mechanic — and a whole bunch of other folks. We take it for granted they know. Number two, we trust them. Understand this: If you trust someone, they have influence over you. Plain and simple, influence is based on trust.

If you know something I don't or can deliver a service I can't do for myself, and you operate in such a way that makes me feel comfortable, I will give you my trust and you will be able to influence me. If you want to be an influencer, there's the recipe. Be good at something and be trustworthy. It's as simple as that. It works the same in our personal life and on the job.

The fact is, the world has been turning with the positive and negative efforts of influencers since the Garden of Eden. Adam loved Eve so much, he would do anything for her. When the serpent persuaded her to eat the forbidden fruit, she then brought it back to Adam and even though he knew it was wrong, Eve's influence over him was so strong he ate it anyway...and here we are. Influence is the ultimate currency.

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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