



JANE SOUTHREN
CONSULTING

Engage • Inspire • Empower

Path to Equity

Aggregated Insights + Actions

Module 4: Enhancing Influence

*This program contains one
Professionalism Hour.*



McMillan LLP
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Welcome to Aggregated Insights + Actions

As you are now becoming accustomed to, part of our Distributed Learning Process, **Week 4** in every module will be an **Aggregated Insights + Actions Summary** that captures what you've shared with us and with one another throughout the Module. These summaries are aimed at *application, acknowledgement and accountability*

This is your **fourth** Insights Summary. On the following pages you'll find all of the insights and actions shared by you and your cohort colleagues.

As a reminder: you do not need to feel constrained to sharing insights and actions relating only to the current Module. The concepts and ideas we work with benefit from time and reflection, and we often find that topics raised at an earlier stage of the program are the subject of actions and insights later in the program. That is something we welcome because it shows that the ideas are taking root in your minds and you are reflecting and acting upon them in a longer term context.

As with the **Learning Guide** you received in Week 2, we encourage you to read this Summary over a couple of times and save it for future reference as you continue through the Program. Often, insights continue to deepen as time goes on, and it might prove useful to you to reflect back on these and others in the coming months.

We hope you find this summary, well, insightful! And we hope it helps you to stay connected to, and take action around, the material we presented in **Module 4 :: Enhancing Influence.**



Influence :: Insights

As always, we asked you to share your *Insights* in connection with **Module 4 :: Enhancing Influence**. The prompt we used was this:

Share One Insight: Tell us about one ‘sticky’ or significant thought or idea that you had arising out of any aspect of this Module. Whether from the **Learning Session (Week 1)**, **the Learning Guide (Week 2)**, or **Coach’s Corner (Week 3)**.

Here’s what you shared:

I recognized influence in thought leaders (authors I follow) based on their integrity and professional excellence. I feel trust in them and what they say. I found myself looking up products they endorse that don’t have anything to do with their professional enterprise, but the halo effect of their professional excellence and integrity made me comfortable going farther on those things, which is not something I would normally do after seeing or hearing any other kind of advertisement.

The people I identified as influential have roles in my life as mentors. They share generously of their relevant experience and judgment to help me (service mindset), they inhabit professional excellence and strong integrity and I trust them.

I recognize that when I have gotten referrals of work (felt like I had some influence) it was from existing clients with whom I had had the opportunity to demonstrate integrity, professional excellence and service mindset.

I recognized that the particular person that I always goes to for advice and help on complicated questions has all 4 pillars. His service mindset is apparent because he doesn’t give the same advice or take the same approach in response to every similar question. His advice looks at all the relevant factors about the question in front of him and he thinks about his response taking all of it into account. He is exceptional at what he does. I believe in his integrity and this person clearly believes that what he does has impact on results - optimism.



Influence :: Insights, continued

The person I identified as influential is in my PG and has taken an active interest in bringing me along on all dimensions of practice - the technical work and the business of law. I have a strong sense of trust and believe this is a person of integrity. The person also holds a high standard of professional excellence. Their service mindset is apparent because they are helping me cultivate all of my skills, and all aspects of my knowledge about successful practice, for my ultimate benefit - in service of my success.

Influence is earned rather than obtained – you tend to think of older, more experienced people when you think about who has influence.

Influence needs to feel authentic – it can feel inauthentic or manipulative if you're not careful.

Careful speech can be a tactic of influence – when someone who doesn't often speak chooses to, you tend to really pay attention because you assume it must be important.

Influence is a long game – authority takes time to build – but, you need to sow the seeds along the way and build the body of work and relationships that create influence, you don't just wake up 25 years from now with automatic influence.

When someone has a strong service mindset and lots of loyal relationships, you can really see their influence in those relationships.

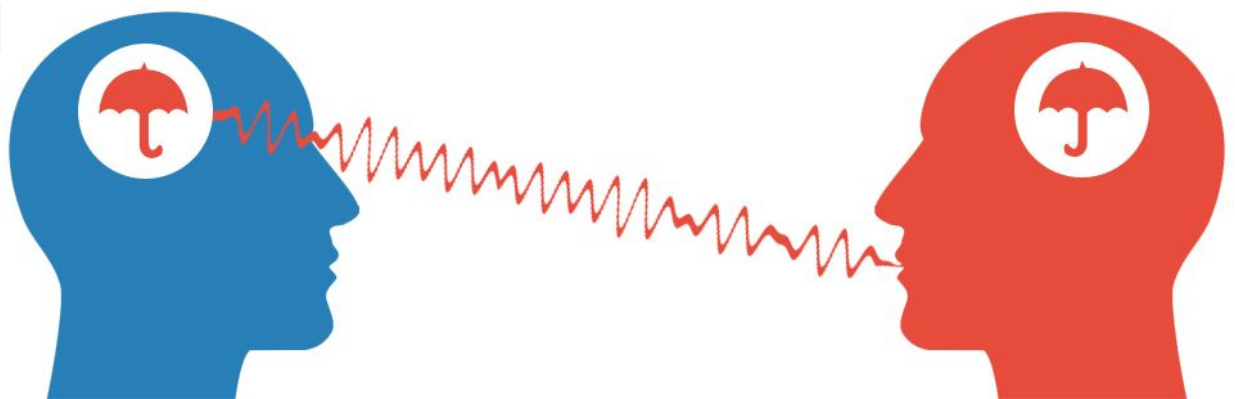


Spotlight :: Layering the Concepts

The concepts we cover in Path to Equity don't exist in isolation, nor are they linear in terms of importance or adoption. We present them separately so that we can spend time deconstructing each individually. In last week's Coach's Corner, we had a great example of various concepts coming together and laying on each other. Here's a quick story:

A cohort member was giving an example of a tool of influence being used ON her recently. She told a story about a product she'd purchased recently in support of her hobby. She talked about reading the reviews for the product and seeing multiple posts about more expensive product that did a better job and was more aligned with her general philosophy around this hobby. She recognized that the tools of Social Proof and Unity may have been in play in her decision to ultimately purchase the more expensive product.

In telling this story, she clearly saw the concept of **Influence**, AND others in the coaching session learned more about this cohort member - who she is and what her interests include. This was a great example of using **Informal Communication** and **Storytelling** to foster a sense of **Belonging** - many layers of concepts within a short story!



Completing the Module on Influence

Congratulations on successfully completing **Module 4**! This is the fourth of ten modules that you'll be participating in throughout the Path to Equity Program, and we hope you enjoyed the experience.

As always, we welcome your thoughts and feedback on how we might have improved this Module, or how we can make improvements on future Modules in the program.

If you'd like to email us with any thoughts, feedback, praise or suggestions, please do so by reaching out to jane@southren.ca

See you in **Module 5 :: Your Unique Value Proposition + Purpose**





JANE SOUTHREN
CONSULTING

info@southren.ca

 | [janesouthrenconsulting](https://www.linkedin.com/company/janesouthrenconsulting)

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