

A S S E M B L Y

I N F L U E N C E

# INFLUENCE

You guys might already know that I am on a mission to understand influence; to dig into what it means to be a truly good influence in the world today. So that's what we are going to be looking at - **INFLUENCE**.

It's a familiar word right now, right? Influence. Influencer. It's a hot topic. The word influencer has been added to the dictionary in the last few years and that term has actually become a job title for some people, used on resumes and social media profiles.

I want to caveat our conversation around this by letting you know that this month is not going to be about the benefits or dangers of influencer marketing - **this is so much bigger than that**. I'm not here to discuss whether that industry is bad or good or whatever. But, influence as a concept has got me really curious because I feel like right now at this time in culture, it's a word that's had its meaning diluted and it's significant that we understand what it means and how we can harness it in, dissect what it means to be truly influential in a way that improves us, our culture and the world around us.

I hope we can all agree that this is what we need: **People who are intent on improving themselves and in turn, improving the world.**

Lately I've been diving into this idea of influence - I've been interviewing people from all walks of life to find out what influence really means to them; what or who they think about when they consider who or what has been most influential to their lives. I've been studying academic journals and research into influence and I've been distilling all of the information I've been gathering and what is emerging from this has been really fascinating and I want to share with you this month where it has taken me so far.

Both personal and social influences can have an enormous impact on us and right now, as my research develops, there have been three themes that seem to be emerging as the most significant attributes of someone who is influential in both of these realms. There are three pillars that seem to cross over both the personal and social influence that we find most significant in our lives and I want to share them with you this month:

**INTUITION.**

**INTEGRITY.**

**IMPACT.**

It's my belief that if we can do the inner work of cultivating our intuition, our integrity and our impact, that our scope to leave the world and the people in it better than we found it is immeasurable.

# INFLUENCE

WHO ARE THE PEOPLE IN YOUR LIFE THAT HAVE BEEN TRULY INFLUENTIAL TO YOU? THAT HAVE LEFT A LASTING IMPACT OR HAVE SHAPED HOW YOU LIVE OR WORK?

WHAT ARE THE CHARACTERISTICS OR ATTRIBUTES OF THOSE PEOPLE THAT WERE MOST INFLUENTIAL TO YOU OR THAT YOU ADMIRE MOST? WHAT WAS/IS IT ABOUT THEM?

CAN YOU RECALL A TIME WHERE YOU HAVE BEEN INFLUENCED IN A WAY THAT WENT AGAINST YOUR VALUES? WHAT DID YOU LEARN FROM THAT EXPERIENCE?

# INFLUENCE

INTUITION: WHAT DOES IT MEAN TO YOU?

INTEGRITY: WHAT ARE THE VALUES + BELIEFS YOU HOLD THAT SHAPE HOW YOU BEHAVE OR WORK?

IMPACT: HOW DO YOU SEE THE VALUES + BELIEFS YOU HOLD LIVED OUT IN YOUR BUSINESS/OFFERING/LIFE AT THE MINUTE? WHERE ARE YOU ABLE TO ALIGN THEM?

WHAT INFLUENCE DO YOU WANT TO HAVE? WHAT OPPORTUNITIES DO YOU HAVE TO EXPLORE THAT RIGHT NOW? (No time for playing small here, be as bold as you need to be here)

I WANT YOU TO LIST BELOW ALL THE SPHERES YOU MOVE IN THAT YOU CAN HAVE INFLUENCE - IN YOUR WORK, HOBBIES, RELATIONSHIPS ETC. WRITE THEM ALL DOWN: