



# The Humanergist™

Practical Tips for Successful Leaders

VOLUME 6, ISSUE 2

SUMMER 2008

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## Go Fishing: Three Tactics for Successful Influence

Have you ever tried to get others to buy into your great idea? Have you ever needed to motivate people to do work when you're not their boss? If you answered "yes," then how you influence others is important to your success.

**So, what is influence?** According to Dictionary.com, influence is "the process of producing effects on the actions, behaviors and opinions of others." Influence allows you to impact results through your interactions with other people.

**Why is influence important to me?** Influence is important to your success because it enables you to get people to do work when you don't have formal authority over them. Although you cannot control the outcome completely, you can increase the probability of certain results by the strength of your connections.

**How can I successfully influence others?** Go fishing. A powerful metaphor for influence is sport fishing. How is it that you can land a 250-pound fish with a 50-pound line?

Think of the fish as the person or people you are trying to influence. Think of the line as your connection to these people. Then put these three tactics into your tackle box:

**Tactic #1: Who are the right fish?** What people do you need to influence to get the work done? Who has the skills, knowledge, history and expertise to help with your project? Who are the decision makers? Who needs to deliver the results?

**Tactic #2: What bait do you need to hook these fish?** Once you have decided who you need to influence, understand their

WIIFMs (What's In It for Me). Ask: How will this project benefit the fish?

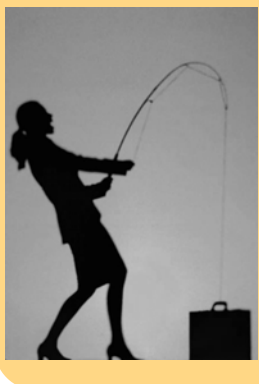
- Connect with their values. Anticipate their needs. Get their buy-in and long-term commitment to the goal.
- Connect with their goals. How can you help the fish with their work? What skills or expertise can you offer for their help with your project?

**Tactic #3: How will you land the fish?** Now that you have decided who you need to influence and what their needs are, decide how you'll keep the line connected.

- Connect with their schedules. Do you need to meet regularly, formally or informally?
- Listen for understanding. Are you straining the line? Asking too much from the fish? Know when to reel it in and when to let it out.
- Get to know the fish on a personal level. What are their interests? What do you have in common?
- Be consistent and trustworthy. Do what you say and say what you do.

Are you ready to influence others for success? Stay connected with the fish. Work with the fish. Don't break the line. In the end, you'll catch your goal.

**What's next?** Schedule our newest training program—*Influencing for Success: Be a more powerful, effective and influential team player*. Contact us at 269.789.0446.





**“So here’s your assignment: for the next 30 days take a look at your list, circle the frog, and eat that first.”**

Mac Anderson

## Humanergy’s Coffee Table: Biz Lit for Your Success

Don’t have enough time to read the latest leadership book? Need time to be a better leader?

Read this quick book: *You Can’t Send a Duck to Eagle School (And Other Simple Truths of Leadership)* by Mac Anderson (Simple Truths, 2007).

Chock full of thirty leadership morsels, you can tackle this book over lunch or in smaller bites. Here are three of our favorite nibbles:

- **Eat the Frog.** The frog is defined as the hardest task on your “to do” list. Look at your “to do” list. What thing do you need to deal with that you’ve been avoiding? Maybe your frog is holding an employee accountable for not getting her work done on time. Maybe your frog is telling your son he won’t be driving his car for six months until his grades improve. Do the hard task first—eat your frog first. You’ll be glad you did.
- **Get a Second Job.** To help you manage your attitude, change your outlook about your health. See daily exercise and balanced eating as your second job—the necessary job of caring for yourself.
- **Turn Up the Fun-O-Meter.** To create stronger connections with your team, pump up the fun. Citing Southwest Airlines, the author describes the employee photo collage that decorates Southwest’s walls. He concludes that employees at Southwest understand how to celebrate everyday success. After all, Southwest has had business growth for thirty-three straight years!

### More Recommended Reads



Karen recommends: ***The Art of Possibility: Transforming Professional and Personal Life*** by Rosamund Stone Zander and Benjamin Zander (Penguin, 2000). Rosamund is a family therapist and Ben is Boston Philharmonic Orchestra’s conductor. From their unique experiences, they share twelve entertaining and inspiring practices that give you sensible ways to turn life’s obstacles into possibilities.



Jim suggests: ***Getting Things Done: The Art of Stress-Free Productivity*** by David Allen (Penguin, 2002). Too much to do, too little time? You’ll find tips to organize your personal and professional life for maximum efficiency and productivity.



Christi recommends: ***The Levity Effect: Why It Pays to Lighten Up*** by Adrian Gostick and Scott Christopher (Wiley, 2008). This book evaluates the impact of a positive, buoyant and humorous work environment. According to the authors, a culture that embraces and encourages levity is one that is more innovative, creative and productive. Fun case studies illustrate this point making it an entertaining read.



Lynn suggests: ***Presentation Zen: Simple Ideas on Presentation Design and Delivery*** by Garr Reynolds (New Riders, 2008). Based upon the “keep it simple” Zen principles, you’ll think differently about your presentations: how you prepare, what you create and how you deliver.

**“If you had to identify, in one word, the reason why the human race has not achieved, and never will achieve, its full potential, that word would be ‘meetings.’”**

Dave Barry, Humor Columnist

## Just “DO” It Corner

Tired of throwing away time and money in meetings? Need help for your meeting wasteland?

In our *50 DOs for Everyday Leadership* book, **DO #41**—Start meetings with rules and boundaries for discussion—helps you put the control back into your meetings.



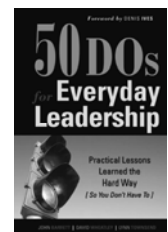
Here's how:

- **Know why you are meeting:** To make decisions? Engage creativity? Get on the same page? Build your team? Some or all of these reasons?
- **Review meeting best practices at the start.** Put them in a visible location. Merge these best practices with your organization's core values. (For example, the best practice of “Start Meetings on Time” aligns with our value of “Valuing Clients’ Time.”)

- **Assign key roles** (e.g. facilitator, note taker, timekeeper) for each attendee based upon his or her strengths. Then stretch your people—let them try new roles with your guidance and feedback.
- **Check your attitude:** Meetings can multiply your team's skills, know-how, talents and experiences. Are you energized to do the work or are you just taking up a seat?
- **Know the reward of focused meetings:** Boundaries and rules help attendees zero in on the right results, manage conflict positively, minimize intimidation and maximize participation with a focus of respect and trust.
- **Realize the cautions:** Rules, roles and boundaries will take time. An intact team will wonder why you are expecting them to follow new rules. Asking people to think and act differently may create friction. Engage them in the process.

Your meetings can be the best and most productive part of your day! Stop throwing away time and money in meetings. Use rules, roles and boundaries to get the most from your meetings. DO it now.

For more ideas on maximizing your meetings, order our award-winning book at [www.humanenergy.com](http://www.humanenergy.com)





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## Meet Jim Marshall

*Jim Marshall is the newest member of the Humanergy team. He is excited to serve you, our clients. Jim and his wife, Jamie, have three daughters and live in Kalamazoo, Michigan.*

**What is your favorite quote? How does it relate to leadership?** “If you want to build a ship, don’t drum up the men to gather wood, divide the work and give orders. Instead, teach them to yearn for the vast and endless sea.” – Antoine de Saint-Exupéry

This quote is meaningful to me because it reminds leaders to give their people vision. It keeps leaders from micro-managing. It gives employees the personal power to manage the day-to-day tasks to fulfill that vision.

**Who has influenced your thinking as a leader and why?** My wife, Jamie. Because of her, I am a wiser thinker. For example, before we got married she said: “No one gets married thinking it’s going to fail. Yet more than half of marriages fail. So let’s talk about what it will take for us to have a healthy, successful marriage now.” Humanergy calls this: Think “Achieve.” Then “Do.” In this case, I call it marrying the right person!

**What’s one area of your life you expect to improve in the next year?** Discipline. I want to build in specific steps to

practice discipline in taking care of myself—eating healthy and exercise—and organizing my time. I plan to use our FACET™ tool to help me put more discipline into my day.

**You’ve had a variety of job experiences. What did you learn that helps our clients be better leaders?**

I had twenty-eight different jobs in ten years including bus boy, selling knives door-to-door, throwing hay bales and helping my father film basketball games for TV. I’ve been both a team member and a leader. I’ve been part of functional and dysfunctional teams. I’ve worked with multiple generations. As a result, I deal well with change, conflict and setting goals. I understand the leadership styles needed to lead both modern (baby boomers) and post-modern (recent college graduates) employees.

**When they first meet you, what will our clients say?** They will find me easy to relate to, a trustworthy person who will honor them and a great listener who asks insightful questions.

To learn more about how Jim is passionate about your success, call him at 269.789.0446 or email him at [jim@humanergy.com](mailto:jim@humanergy.com).

