

# LEADING THROUGH INFLUENCE AND BUY-IN

Ask these questions of yourself when deciding how to best accomplish goals as a **leader** instead of a **boss**.

SITUATIONAL	RELATIONAL	DYNAMIC
<ul style="list-style-type: none"><li>▶▶ What do I seek to accomplish?</li><li>▶▶ Why is this goal important not just to me but to my company/society?</li><li>▶▶ Why hasn't it been done before?</li><li>▶▶ What roadblocks might I encounter? Can I go around or overcome them, or should I pursue a different goal?</li><li>▶▶ What sources of personal power do I have? Are there existing power bases—such as shared commitment, existing practices, and core value?</li><li>▶▶ How do I leverage those sources of power to mobilize others?</li><li>▶▶ Are there other ways to get the job done?</li></ul>	<ul style="list-style-type: none"><li>▶▶ Who is necessary to help bring my idea to life? What do they care about?</li><li>▶▶ What does the larger network of stakeholders care about?</li><li>▶▶ Who might be unexpected allies? Unexpected blockers? Why? How might my goals coincide/ conflict?</li><li>▶▶ What are possible points of resistance? Who might benefit from helping me overcome them?</li><li>▶▶ Who is dependent on me? How might that prove beneficial? On whom do I depend?</li><li>▶▶ How and when might I strategically bring people together or keep them apart?</li></ul>	<ul style="list-style-type: none"><li>▶▶ What is the difference in power? How can I help those with different power?</li><li>▶▶ What is different in my power landscape? Are there new allies, resisters, or key players? Is there new information? How might I adapt my tactics and strategy to reflect those changes?</li><li>▶▶ Have I paused to reflect and pivot as needed?</li><li>▶▶ What power bases do I need to develop more fully? How might I do so?</li><li>▶▶ What small-scale experiments could I use to help overcome resistance?</li><li>▶▶ How can I use time to my advantage?</li><li>▶▶ What can I do now to make it easier for others to say yes in the future?</li></ul>