

# Heat up your career; become a person of influence

**The issue:** Lost in the crowd.



Doyle

**The scenario:** I am a manager working for a large company and at times feel like just another face in the crowd. How do I get positive recognition and get ahead in my career?

**Coach:** Kelley Doyle.

You want to be a “hot commodity” in the company. Remember that reference to temperature, you’ll read about it again.

In last week’s Career Coach column, Sherry Sutton said business success is a formula – PIE (Performance, Image and Exposure). “Exposure” is 60 percent of the PIE. How you leverage exposure makes you something other than just another face in the crowd.

I advise clients to become a person of influence. Businesses large and small need people who can influence others

to move organizations forward.

What is a person of influence? Here’s what it isn’t. It is not manipulative or coercive. Influence does not use fear and intimidation. Influence holds to a high standard. The degree that you constructively influence others can elevate your value in the company.

I coach around three common elements for people of influence:

■ **Trust** – You are trusting and trustworthy. You do what you say you are going to do. You don’t micromanage. You provide ample information, an open en-

vironment and build others’ confidence and capabilities.

■ **Integrity** – Your words and actions align. You admit when you make a mistake and correct it quickly. People never wonder if you mean what you say.

■ **Respect** – You have built a reputation of doing good work. You credit others for their good work. You bring up difficult issues honestly and in the best interest of all involved, but you do bring them up. (No blind allegiances.)

How do you become a person of influence?

■ **Commit to the ideals of trust, integrity and respect.** Look in the mirror. Do you exude these characteristics? Model your behavior after those who do. Find a mentor, coach or a position under a manager who will objectively guide you in that direction.

■ **Develop strategic expertise.** What niches of know-how are (or will be) in demand at your organization? Become recognized as that expert. Others will seek you out for your knowledge.

■ **Take on responsibility.** Seek out op-

portunities to network internally, share your knowledge and be seen as a leader. I know one Charlotte businessman who volunteers for projects no one else will take. He steps up to the plate in critical situations to build experience, exposure and influence.

■ **Build relationships in other business units or departments.** Create partnerships cross-functionally to better influence rapid adoption of ideas and projects.

A person of influence is a thermostat versus a thermometer.

A thermometer reflects the temperature of the environment; it’s controlled by outside forces. A thermostat sets the temperature.

You can make this change. Crank up the heat.

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