

**Increasing your
influence and impact**



It starts with you

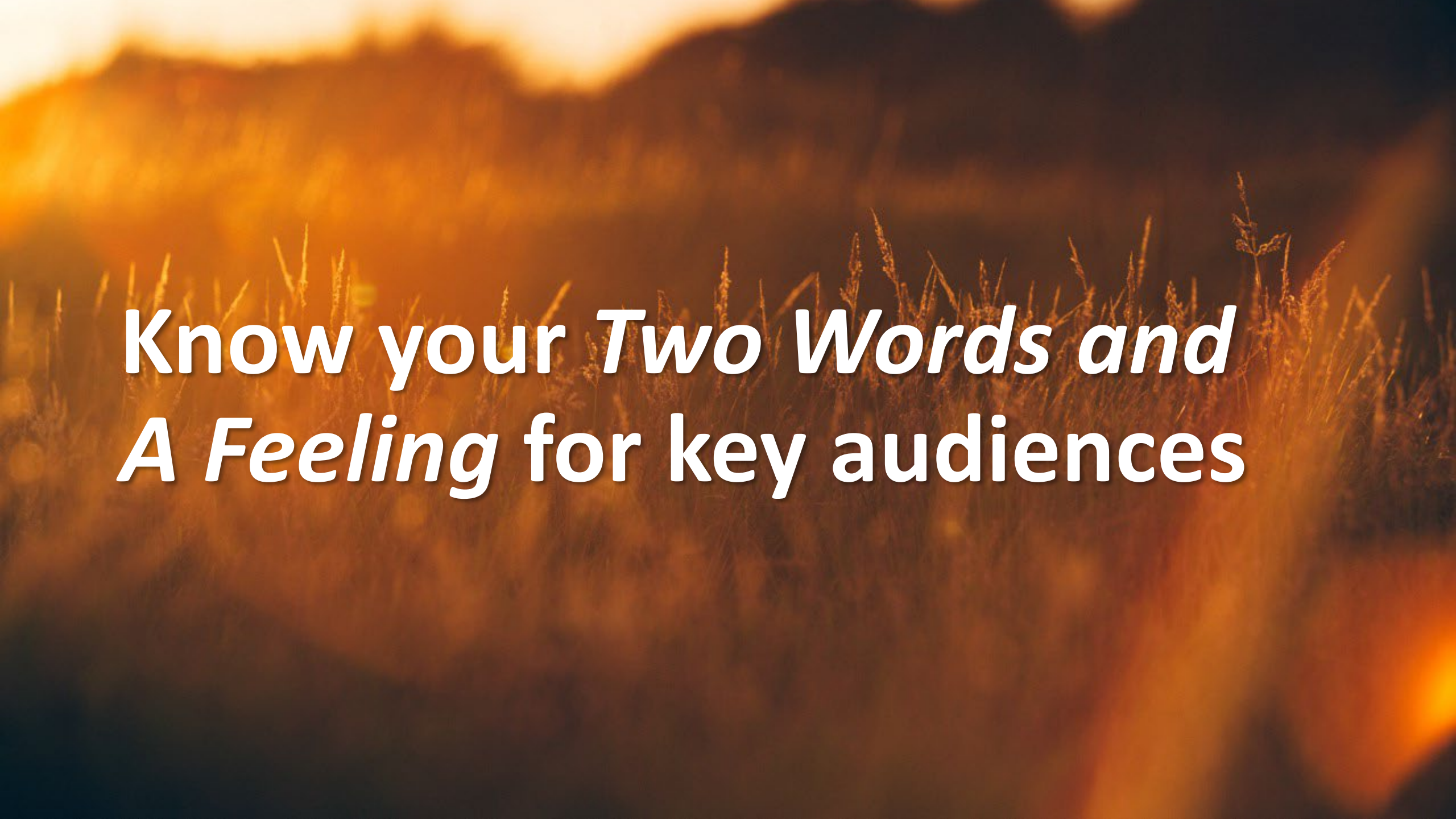


A photograph of a field of tall, golden-brown grass in the foreground, slightly out of focus. In the background, dark, silhouetted mountains are visible against a bright, glowing orange and yellow sky, suggesting a sunset or sunrise. The overall mood is serene and contemplative.

Know who you are



Have a clear strong offer



**Know your *Two Words and*
A Feeling for key audiences**



**Be clear about what success
looks like for you**



B Plans and 6th gears



Increasing your influence

An aerial photograph of turquoise ocean water with white foam from a boat's wake. The text "Find the Big Problems" is overlaid in the center.

Find the Big Problems

An aerial photograph of a vast ocean with vibrant turquoise water. The surface is covered in intricate, swirling patterns of white foam and small waves, creating a complex, organic texture. The lighting is bright, highlighting the contrast between the deep blue-green of the water and the white of the surf.

Gather insight on leaders

An aerial photograph of a body of water, likely the ocean, showing vibrant turquoise and teal hues. The water's surface is textured with intricate patterns of white foam and swirling currents, suggesting a powerful wave or a fast-moving current. The lighting is bright, creating a high-contrast scene where the deep blues and greens of the water meet the stark white of the foam.

Think about how you
could be *part of* the solution

An aerial photograph of turquoise ocean water with white foam from a boat's wake. The text is overlaid on the left side of the image.

**Position yourself as
*a good thing***

An aerial photograph of turquoise ocean water with white foam from a boat's wake. The text "Work up your part of the solution" is overlaid in white with a drop shadow.

**Work up your part of the
solution**

An aerial photograph of turquoise ocean water with white foam from a boat's wake. The text "Pitch, deliver then build" is overlaid in the center.

Pitch, deliver then build

A blurry, high-contrast black and white photograph showing the back and hands of a person pressed against a light-colored surface. The person's torso and arms are visible, with their hands flat against the surface at the bottom. The image is out of focus, creating a ghostly, ethereal effect.

Two critical areas

**Be able to tell leaders things
they don't know but would
want to know**



**Be prepared to tell leaders
things they may not want to
hear but need to know**



The Comms-Savvy Leader is available on Kindle



Images by Unsplash