

# Tactics of Real Influence

True go-to people, those who stand the test of time, truly believe in the peculiar mathematics of real influence: the best way to enrich themselves is by serving others.

## Interpersonal influence

Always conduct yourself in a professional manner. Be the person others do not want to disappoint.

### TACTIC 01



### TACTIC 02

## Specific commitments

Establish clear ownership and timelines for concrete deliverables, with checkpoints along the way.

## Rational persuasion

Use good reasons and clear arguments, not assertions or emotions to convince others. That means relying on verifiable facts and solid logic.

### TACTIC 03



### TACTIC 04

## Facilitating success

Do everything possible to support and assist others in the fulfillment of their part. What are all the things you can do to make it easier for others to deliver for you?

When you reject false influence thinking and instead let yourself be guided by real-influence thinking—always doing what's right, in the right order, and putting service to others first—you conduct yourself in such a way that things get better, right away. And you make other people want to rely on you and want to do things for you.