

# Building Influence as a Leader

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*Digital Exercise*



Naveed Siddiqui



# In case you're not familiar with me and my work, let's get acquainted! Here's what you need to know.

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I am a leadership coach and future of work advisor. I partner with emerging and forward-thinking leaders who strive to show up authentically for themselves and elevate how they lead others.

I want to re-imagine the way we think about and approach work. From equitable systems to thoughtfully-crafted methods of collaboration, I believe the workplace stands to become more *human*. There is still ample room in our evolving world for ambition, professional growth and meaningful impact through our careers. If we're willing to adapt, to be more intentional about *how* we work, we can create organizations in which people feel trusted, empowered and purposeful. That's the transformation I hope to foster through my work.

Creating a more human workplace, though, means changing the way we lead. Leadership can no longer be driven by dominance, fear and ego as we so often see in organizations; instead, we will need to place qualities like trust, empathy and vulnerability front and center.

I hope my work inspires you to think differently about the way you work and the way you lead. You can find additional resources at [naveedsiddiqui.com](https://naveedsiddiqui.com).

# Influencing Others

One of the most critical skills for leaders is the ability to influence others. You have goals for yourself, your team and your career, and you'll need support from others in order to accomplish them. Remember: True leadership does not happen in a vacuum.

Influencing starts with building strong relationships. It also requires clear goals and tailoring your message, which this exercise will guide you through.

Use the space on the following two pages to define a goal and create a gameplan for how you can influence others to help you accomplish it.

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**1. What is a goal you have in which you'll need help from others? Be as specific as possible here.**

**2. What does success look like for this goal?**

**3. Who will you need to influence in order to accomplish your goal?**

**4. What support will you need from others in order to accomplish your goal? Be as specific as possible.**

**For each person you have to influence (we'll call them 'teammate')...**

**1. What is the teammate motivated by? What will motivate them to help you?**

**2. If the teammate decides to help you, what's in it for them?**

**3. Who else in the teammate's circle can help you influence them?**

**4. What are the teammate's styles of thinking and communicating? (e.g. data-driven, vision over details, risk-averse, etc.)**

**5. How can you tailor your approach to appeal to the teammate's thinking and communication styles?**

**6. How can you hold the teammate accountable for following through?**

# Explore the Disruptive Leader Toolkit



## Leader Launch: A Digital Companion for New Leaders

*Leader Launch* is a practical primer for new and aspiring leaders, a collection of leadership insights, interactive exercises and timeless inspiration. Unlike traditional leadership books, *Leader Launch* is a beautifully-designed and approachable guide that coaches you and will serve as a companion for years to come.



## A Guide for Meaningful Meetings

Meetings are good. The way we host them needs to change. If you've found yourself sitting through too many wasteful and unproductive meetings, this free guide offers a framework and practical advice for crafting purposeful, equitable and just plain better experiences.

## Digital Exercises

Taking Control of Your Time at Work

Unlocking the Leader's Mindset

The Art of the 1-on-1 for Leaders

Building Influence as a Leader

You can find the full Disruptive Leader Toolkit at  
[naveedsiddiqui.com/toolkit](https://naveedsiddiqui.com/toolkit)



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