

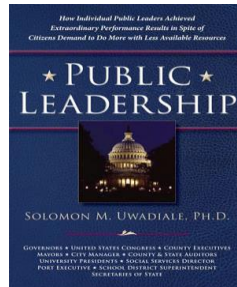
# Trafton International Management Consulting Group

## Leadership and The Power of Influence: How Leaders Can Use Their Influence to Achieve Great Results



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Leadership is about influence and not about control. According to Dennis A. Peer, “One measure of leadership is the caliber of people who choose to follow you.” This is very important to know because if you want to change how people behave or respond to you, you must first change how they think, and the best strategy to do that is by using all methods of influence.

One of the most influential leaders that I interviewed for my published “Public Leadership” book was John Ladenburg, former Pierce County Executive in Washington State. John had a tremendous influence on his county councils as revealed in the book.

According to John, his strategy was to focus on the council members’ behavior of thinking and seeing the big picture of transforming Pierce County as a whole. He was able to influence the council to approve the funding of a controversial golf course, the Chambers Bay that cost the county millions of dollars. According to a local newspaper, The News Tribune, the public funding of a championship-caliber golf course, which charges up to \$171 a round, has been a source of ongoing controversy. When John proposed the golf course to the council, he pitched it as a national showcase that would draw top tournaments to the Pacific Northwest.

Most of the council members were not in support of his proposal, but Executive Ladenburg was able to use his influence, vision, and persuasion to convince the council to go ahead with his proposal. The high-end 18-hole golf course was built on former gravel mine and offers spectacular views of the Puget Sound and the Olympic Mountains. According to The News Tribune the golf course has gained national acclaim since it’s opening in the summer of 2007 when Golf Magazine named it “Best New Course of the Year” and it also earned a second place on the Golf Week’s list of best new courses. Subsequently, the Travel & Leisure golf magazine also named the Chambers Bay Golf Course as the Course of the Year. To crown it all, the United States Golf Association will have the U.S. Open championship at the Chambers Bay Golf Course

in the summer of 2015. In addition, the Chambers hosted the U.S. Amateur Championship in 2010. According to Executive Ladenburg, the U.S. Open in 2015 is expected to draw about 65,000 people a day and fill 10,000 hotel rooms throughout the region for nearly a week.

Ladenburg's vision is the essence of true leadership through the power of influence. One can influence nearly everyone without controlling anyone. By this premise, Jesus Christ, Mahatma Gandhi, and Martin Luther King Jr. were all great leaders. They had control of virtually no one, yet their influence changed the course of history.

Many successful leaders I had the opportunity to work with in my professional career were very inspiring, and their success was not through control but on how to expand their influence. I learned from these successful leaders how they were able to focus on themselves by modeling through "walking their talk" and they dramatically heightened their influence through positive modeling behaviors. People have a hard time following leaders who say one thing and do another.

### **Your Next Move**

Where is your leadership influence in your organization or community?

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