

How to Become a Key Person of Influence

DOM MELI

In July 2013 we wrote about ways to enhance your credibility looking at techniques like the following:

- Be genuine about who you really are
- Know the legitimate value of what you provide
- Have insights based on research and analysis
- Listen actively, consider carefully, and respond succinctly
- Never talk or write in ‘sales-speak’
- Be a catalyst rather than a hero

Building on this theme is an interesting book by Daniel Priestley: [Become A Key Person of Influence](#). To be more credible and valuable, to have more vitality and access to more opportunities, Priestly recommends you develop the following 5 capabilities:

- Pitch and communicate your message clearly
- Publish in a way that says you have insights into your subject matter
- Convert your insights into products and services that can scale
- Build your profile and gain visibility for your cause and ideas
- Form partnerships and alliances with others to make things happen

Priestly makes a good argument that speaking, writing, creating new products and leading successful teams are high value activities, the type of activities where people will see you as more credible and valuable. To paraphrase Priestly, the best entrepreneurs spend most of their time positioning themselves as the most important person in their industry.



For more information contact:

People At Their Best | info@peopleattheirbest.com.au | www.peopleattheirbest.com.au | PH: 02 8006 1173