The Art of Influence
Without Authority

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We have all been there...
Authority

“The institutionalized power between a superior and a subordinate that ensures compliance with the superior’s wishes because he or she is the boss”

- Munduate and Medina 2004
Influencing Without Authority is a Possibility!

- Chilean Mine Rescue
- Social Media
- More!

Here is How

1. Identify Sources of Influence
2. Implementation
3. Case Study and Activity
Sources of Influence
Expert Power

Your Knowledge

- Knowledge or specialized skills that are important
- Lateral movement
- Low levels workers in expert decision making roles
YOUR LIKEABILITY

- admiration
- respect
- celebrities
Personal Motivation

THEIR MORALS AND VALUES

- tap into morals and values
- inspire others/make them believe
- changemakers during times of change
Other sources of Influence

1. **Social Motivation**
   - Peer Pressure/Opinion Leaders

2. **Interpersonal Skills**
   - Warmth? Listening?

3. **Relationship Influence**
   - How do you know? Who knows you?

4. **Direct Influence**
   - Firm but fair
Implementation: Expert Power

Three subtypes of skills:

- transferable
- technical
- personal

Resources:

Work experience, workshops/classes, travelling (grants, conferences), mentorship, personal projects

Image Source:
https://thetrainingassociates.com/blog/8-shortcuts-to-stay-relevant-in-learning-development/
Implementation: Referent Power

Social and emotional intelligence

- Learning through experience
  - Exposure to different social situations
- Emotional regulation habits
- Body language/tone
- Training/Self help books
  - Online courses
  - Workshops

Image Source: https://www.pinterest.ca/pin/76913106120120224/
Implementation: Personal Motivation

- Morals/values
  - Self awareness
- Goal setting
  - “direction, intensity, persistence”
  - Class 4 theories
  - S.M.A.R.T goals
- Thinking about outcomes

Activity #1

Take a guess!

Four Corners, four options.

SLIDES 1-5 ON JAMBOARD
Case Study: Influencer Marketing

What is an influencer? “a person with a large and engaged follower base on social media platforms” (Haenlein et al. 2020).
Why does influencer marketing work?

1. Understand your platforms culture
2. Using an influencer is a booking, not just a post
3. Know your audience
4. Avoid over managing

Referent Power and Influencer Marketing

Instagram Celebrities vs Traditional Celebrities
Who is better for marketing?

Beau Coffran
https://twitter.com/lunchboxdad

Justin Bieber
https://simple.wikipedia.org/wiki/Justin_Bieber
Activity #2

In this social media activity, you will create your own captions for a food/restaurant post by local social media influencer @lindork.

SLIDES 6-8 ON JAMBOARD
Linda Hoang @lindork

Home: Edmonton, AB
Followers: 17.9k
Travel + Food +Lifestyle Blogger
Write a caption!

GROUP 1 (SLIDE 7)
Write caption to tell your followers to go eat at this restaurant (you had an amazing experience)

- Yar
- Danielle
- Navneet
- Julia
- Nicole
- Nitya
- Mohit
- Basel

GROUP 2 (SLIDE 8)
Write caption to tell your followers to NOT go eat at this restaurant (you had a bad experience)

- Munashe
- Katelyn Murray
- Mattias
- Adam
- Allie
- Sam
- Robyn

@lindork
This epic grilled cheese 🧀 (called a Hot Mess 🧀) is from the @cheezybizness food truck in Medicine Hat! We ordered it to take into @theyard_downtown, a brand new outdoor patio (with an AMAZING Instagrammable Wall by an artist 🎨 named @doktoer, swipe to see more of it! 🌟)

The Yard serves a variety of beers 🍻 (including a fun olive oil beer flight—swipe to see!) and some snacks, but they actually partner with local food trucks for most of the food people eat here—and you’re encouraged and able to bring your own food or take-out from anywhere really, to enjoy out in their space! Very cool. They also have live musical performances (no singing right now—due to COVID). Overall a fantastic summer vibe here!! 😊😊 We also got some pupusas, chips and guac from the Latin restaurant across the street @izoteyxh. Such a wonderful experience right in downtown Medicine Hat!!

I’m excited to share all about my #MedHat adventures and give you travel tips on my blog soon as you might consider more local (provincial) travel this summer—stay tuned! Oh also, there’s tons of hand sanitizer all over the spots we’ve been visiting in The Hat, which has made me feel good during this trip too.

Stay tuned for more! Thank you to Tourism Medicine Hat for working with me to promote the region. Thanks also to @daysinnicanada for hosting me too!! #LindorkTravels #sponsored
“Leadership is a process whereby an individual influences a group of individuals to a common goal”

-Northouse
Q & A
Annotated Bibliography/Credits

Annotated Bibliography:
https://docs.google.com/document/d/1AcnU3lcjYm_qOSELXKJRBMrzedcMetZZ6DuqmCWt_Bg/edit?usp=sharing

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