

THE INFLUENCE PLAYBOOK

Influence vs. Management

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Leaders who move people — not just manage tasks — get faster adoption, stronger buy-in, and teams that actually want to show up. This playbook gives you three strategies to start shifting from task-keeping to outcome-shaping.

1 Frame the Change in One Human Sentence

Don't lead with metrics, lead with meaning. Your team needs to hear WHY this matters to them, not just what's changing. One clear sentence can do more than a 20-slide deck.

"This change will _____ [benefit statement for your team]."

2 Run a Two-Minute Influence Session

Quick conversations that land new behaviors. Use this weekly with your direct reports or in any 1:1 where you're introducing something new:

LISTEN → What's one thing on your mind about this change?

REFRAME → Here's what I'm hearing — and here's what it could mean for you.

LINK → Here's how this connects to what you care about most.

3 Measure Influence with Leading Indicators

"You can't change what you don't measure."

Track wins — not just completion. Practice makes perfect. Adoption in Week 1 tells you more than a final report in Month 3.

METRIC TO TRACK	WEEK 0	WEEK 1	WEEK 4
% of team who can state the change in one sentence			
# of influence tests completed this week			
Adoption rate of new practice / behavior			

30-DAY ACTION CHECKLIST

- Write your one-sentence frame and test it with one person this week. (You)
- Run the two-minute test in at least two 1:1s this week. (You)
- Set up your three metrics and capture your Week 0 baseline. (Acct. partner)

Ready to Scale Your Leadership & Lead with Influence?

Book a 30-Discovery Call | calendly.com/gendconsulting | info@gendconsulting.com