

MOVING UP FROM EXPERT STATUS

8 Strategies to Establish Yourself as a Key Influencer in Your Company, Field, or Profession



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Going from expert status to key influencer requires a shift in not only the strategies for that transition but also a "mind shift" for seeing the bigger picture of the value you offer clients, customers, or your employer. Learn eight important approaches based on the psychology of influence to help you make that leap to being a go-to source of influence or even thought leadership in your company, profession, or field.

What You'll Get From This Program

The **Moving Up From Expert Status** Program will re-ignite your creativity, put a higher trajectory on your career development, and better position you to accelerate your personal and professional career goals. Here's what you can expect:

- You'll have more valuable perspectives on how to leverage your intellectual property and discover new ways of conveying your unique vision
- The Influence and Thought Leader Continuum™ that will serve as your guideposts for the quickening of your accomplishments
- Participate in a highly collaborative program and reap the benefits of synergy, momentum, and accountability
- Uncover the more profound wisdom and insight of your current intellectual property to extract more value, more influence, and more opportunity
- Engage with other participants in the program as they discover their own path through the Influencer and Thought Leader Continuum to discover motivating ideas for your own
- Learn from the successes of other Influencers and Thought Leaders that can serve as catalysts for your own progress
- Discover how stories can enhance and add color how audiences experience your ideas, concepts and way of thinking
- Learn ways to record and protect your original ideas in whatever form that wisdom takes
- Build your confidence and expertise as an influential presenter or speaker by providing new ideas using unique approaches that captivate listeners and make your content memorable (capturing mind share)

Program Topics

- **Influence and Thought Leader Continuum:** The progression for becoming an Influencer and Thought Leader in your company, industry, or profession; how far you've come and what lies ahead.
- **The Influencer and Thought Leader Sequence:** The eight major strategies that form your personal blueprint for communicating your original ideas and perspectives
- **Strategy 1 - What's Your Opinion?:** Looking at issues and challenges in your profession or field from a different point of view as either an advocate for the status quo or for change, but being a voice from out front, not one in the crowd.
- **Strategy 2 – Knowledge Mash-up:** Consilience is the collision of knowledge from different disciplines that results in “aha” moments; looking at your own knowledge domains to determine where consilience lies awaiting discovery.

- **Strategy 3 - Can You Draw It?** Illustrating your key leadership ideas that illuminate concepts and uncover relationships and connections
- **Strategy 4 – What’s Your “Big Idea” Like?** Relating your unique branded value and expertise using metaphor and simile that help others see parallels between your idea and something they are already familiar with.
- **Strategy 5: Tell me a Story:** Using storytelling to attach transferable concepts in the minds of audiences that make it easier to relate facts, evidence, and data in the message. 2 donnleviejrstrategies.com Influencer & Thought Leader Program Details
- **Strategy 6: Did You Say That?** Enhancing your Influencer and Thought Leader standing by creating your own quotable bits of wisdom (because “thought followers quote from the lives of interesting people while thought leaders lead interesting lives others quote from”-sorry, that’s taken) that edifies the message and entertains your audience at the same time.
- **Strategy 7: Who Knows You? Who Knows Your Work?** Leveraging and protecting your creative portfolio of books, keynotes, social media presence, articles in professional journals, conference presentations, blogs, podcasts, etc. to extend and expand your influence.
- **Strategy 8: The Many Faces of Your Brand:** Your brand is the perception of value that decision makers, clients and customers believe you offer. It's all the ways your personal and professional presence is conveyed to others that distinguishes you in the minds of those who seek your influence and leadership.

Program Options:

Self-paced Online Course Only:	\$795
Online Course with unlimited 12-week email access to Donn:	\$1,195
Online Course with 12-week email access + eight 30-minute 1:1 coaching calls:	\$1,995
Virtual 90-minute association chapter presentation:	\$2,500
Virtual half-day live presentation or optional videos + live Zoom calls*:	\$5,500
Bundled Keynote + 90-minute Breakout session	(call for details)

Available as a pre- or post-conference full-day in-person hands-on program or two-day in-house corporate program for up to 25 emerging leaders **(call for details)**

**Optional: Three videos shown every other week alternating with three live 90-minute Zoom calls over 6 weeks total.*