

A photograph of a massive redwood tree in a forest, with its trunk and roots dominating the left side of the frame. The ground is covered in brown pine needles and fallen branches. Other trees are visible in the background. Overlaid on the right side of the image is the text 'Upsize your influence' in white. The 'U' is stylized with an upward-pointing arrow integrated into its left vertical stroke. The word 'Upsize' is in a large, bold, sans-serif font, and 'your influence' is in a smaller, bold, sans-serif font below it.

Upsize
your influence

think different



Manager

Notify

Inform

Discuss

Prescribe

Suggest

Recommend

Advocate

Endorse

Manager



Leader





**POSITIVE
ATTITUDE**

Influence has less to do with
position than it does with
disposition.

```
graph TD; A((CURIOUS)) --> D((POSITIVE ATTITUDE)); B((ACCEPTING)) --> D; C((ENTHUSIASTIC)) --> D;
```

CURIOUS

ACCEPTING

ENTHUSIASTIC

**POSITIVE
ATTITUDE**



CHECK UP FROM THE **NECK UP**

- **REFLECT**
- **REFRAME**
- **REENTER**




What are your top three greatest
personal strengths?



SELF-CONTROL





THE

**leading predictor
of positive outcomes**

IN LIFE

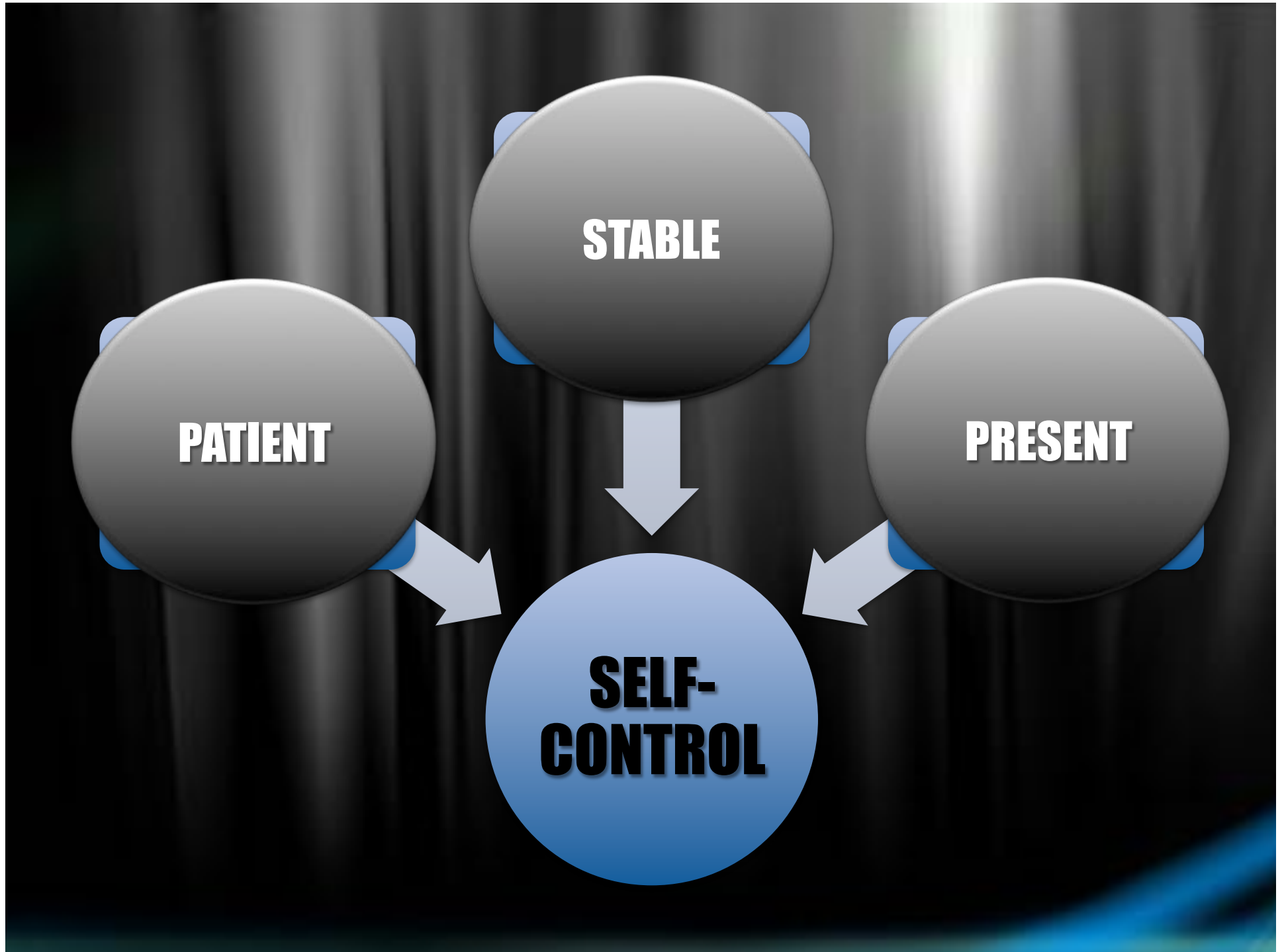


STABLE

PATIENT

PRESENT

**SELF-
CONTROL**





Small victories build your
self-control muscle





**PERSONAL
INTEGRITY**



Integrity
gives you
credibility.

Credibility
gives you
influence.

```
graph TD; Ethical((ETHICAL)) --> PI((PERSONAL INTEGRITY)); Congruent((CONGRUENT)) --> PI; Trustworthy((TRUSTWORTHY)) --> PI;
```

ETHICAL

CONGRUENT

TRUSTWORTHY

**PERSONAL
INTEGRITY**



5% better



- **EXPAND WHAT YOU BELIEVE IS POSSIBLE**
- **Dictate your own attitude**
- **BUILD YOUR SELF-CONTROL MUSCLE**
- **EXHIBIT YOUR OWN PERSONAL INTEGRITY**





↑PSIZE **your influence**

**And you can
change the world**

The issue is not whether
you have **influence**...

but what kind of
influence you have

