



BUILDING YOUR INFLUENCE AS A SUCCESS TOOL.

BY FLAVIA. K. TUMUSIIME

ABOUT THE SPEAKER

- MEDIA PERSONALITY
- COMMUNICATIONS CONSULTANT
- DIGITAL COMMS EDUCATOR
- CONTENT CREATOR
- INFLUENCER
- WIFE AND MOTHER
- WELLNESS ENTREPRENEUR

- 10MINS



INFLUENCE IN THE WORKPLACE

- ▶ Everyone is led and or belongs to a team. To be successful, one must be able to work effectively with any or most of them. The lifeblood of this process is **influence**. In all likelihood, to be successful at your job, you must be able to "sell" an idea or project, persuade coworkers or peers to provide support and/or resources, or get people to do something that they may not necessarily want or need to do. The ability to move others to achieve important objectives is most effective if you can find a way to couch it in terms where everyone wins (you, me, and the organization). An underlying principle of persuasion is that people expect reciprocity in the process. To be able to persuade effectively, you must create win-win trades when in difficult situations or when dealing with difficult individuals or groups.

INFLUENCE

▶ **DEFINITION:** the capacity to have an effect on the character, development, or behavior of someone or something, or the effect itself.

- Impact
- Power
- Authority
- Hold
- Sway
- Control

15MINS

INFLUENCE



1760 Regal role models

When potter Josiah Wedgwood made a tea set for **Queen Charlotte**, he was sure to publicise himself as "Potter to her Majesty". The royal stamp of approval cemented **Wedgwood** as a luxury brand and him the 'father of modern marketing'.



A fashion icon 1920

With her little black dresses and trouser suits, **Coco Chanel** has been credited as being one of the most transformative influences on fashion.



1984 Celeb endorsement

Michael Jordan signed a \$2.5m deal with **Nike** which included custom-designed Air Jordans. Nike sold \$70 million dollars' worth the first year.



Stars of the screen 1997

Her relatable role in friends and our obsession with 'The Rachel' haircut made **Jennifer Aniston** the perfect face for **L'Oreal Elvive** in the nineties.



2004 Digital diaries

'**Blog**' is named word of the year. Platforms began popping up making it easy anyone anywhere to share their thoughts and build an audience.



Model collaborations 2007

Supermodel **Kate Moss** designed her first collection with UK retailer **Topshop**. A sell out success, pieces were sold on Ebay for triple the price.



2010 Microbloggers

Instagram is launched and users, bloggers and brands find a new way to communicate and share.



Blog stars 2013

Huda Kattan launches her beauty line Huda Beauty, following the phenomenal success of her blog and YouTube channel. Forbes later named her one of the richest self made women.



2015 Influencer partnerships

Vamp is founded to seamlessly connect brands with social influencers.



Growing industry 2018

Instagram reaches 1 billion users and becomes an advertising powerhouse. Google received 61,000 search queries for "influencer marketing" a month.



2019 Sales force

The first influencers are given the power to sell directly through **Instagram** through shoppable tags. 'Influencer' is officially added to the English dictionary.



Billion dollar business 2020

The influencer industry will be worth **\$5-10 billion**.



My influence story



- Television
- Radio
- Acting
- Content creation
- Brand/rebrand

WHAT ARE THE QUALITIES OF INFLUENCE?

- ▶ **Identity:** *the characteristics determining who or what a person or thing is.*
- ▶ **Passion:** *an intense desire or enthusiasm for something*
- ▶ **Visibility:** *the degree to which something/ someone has attracted general attention; prominence*
- ▶ **Engagement:** *all the ways you interact with your business or others.*
- ▶ **Consistency:** *the quality of achieving a level of performance which does not vary greatly in quality over time.*
- ▶ **Legacy:** *The story your life will tell and what impact you leave.*

THE COVID SHIFT

- ▶ Changing to influence in unpredictable times and how that has caused a massive rebrand for me.

10mins

GROWTH CONVERSATIONS

Flavia.K.Tumusiime
Host
@mizzflav

Gloria Kemigisha
Co Founder
House Of Penda

TOPIC
PUTTING YOUR BUSINESS ONLINE
Thursday 1 July, 6 - 7pm
INSTAGRAM LIVE

Flavia K. TUMUSIIME

Q&A SESSION



10 mins