



Influence

How can you get the job you want?

HOW CAN YOU CONVINCE EMPLOYERS THAT YOU ARE AS GOOD AS YOU SAY YOU ARE?

How can you get someone to invest in you and your ideas?

Building your influence is a great way to get ahead of the competition, and make sure you can jump-start your career goals by getting people to realise the things you already know – you're great, you're hardworking, and you've got what it takes!

One of the key things to building your influence is **marketing yourself** in an efficient, and quick manner. By being able to tell people **who you are, what you do**, what you **want to do**, and (perhaps most importantly) **why** it's all important in a manner of a few minutes, you can quickly start laying the **foundations of your influence**.

You can also start creating a network of reliable and resourceful people. This is key to getting into an industry. By networking and finding allies, you can further cement your influence in a certain field.

Some tips for networking:

BE GENUINE: people can tell when others are talking with them just to network and potentially get something from them. **This is the worst way to network, because people don't like to be used.** By building **genuine** relationships in your network, you can **have more reliable and resilient connections** that will work much better for and with you. Having a smaller network of genuine connections is far better than a vast network of disingenuous ones.

Tell your story: and make it interesting! Even the most 'average' people can make themselves interesting. Make your story connect with your audience, have a clear message, and make it engaging.

Find your audience: networking with a biologist may be interesting, but it isn't very useful if your desired field is cybersecurity. **Finding people related to your field is important to developing your network and influence.** Furthermore, finding people who are (or making people) interested in what you are trying to do or in the ideas you have is another key part of finding your audience.

Be yourself: you are marketing yourself, so why pretend to be someone or something you're not? People can pick up when you aren't being yourself much more easily than you may realise, so it's **oftentimes better to just be you!**

By building these connections, you can have genuine, lifelong cooperative relationships that you and they will mutually benefit from.