

## Trevor Semeniuk's Personal Reflections on Leader Influence

1. **Reciprocity:** Leaders can build trust and foster collaboration by demonstrating a willingness to give and receive, creating a sense of mutual benefit. This can be achieved by showing respect, appreciation, and generosity to others, which in turn makes them more likely to cooperate and reciprocate. Leaders can use reciprocity to create a culture of collaboration in their teams by giving their time and support, and in return, expecting dedication and commitment to the goals of the organization. Reciprocity builds trust – a key ingredient to effective leadership.
2. **Commitment and Consistency:** Showing commitment and consistency by setting clear expectations and following through on promises creates a sense of accountability and reliability. Small and consistent commitments can have a greater positive impact than a grandiose display of commitment or martyrdom.
3. **Social Proof:** Leaders can leverage social proof by highlighting the successes of team members, or others, to create a sense of shared purpose. Leaders can use social proof to highlight the successes of their teams and create a sense of community and shared identity. This can be particularly effective in fostering a culture of collaboration as team members are more likely to adapt their behaviour according to what others are doing and contribute to the greater good.
4. **Liking:** Leaders who build rapport and trust by demonstrating genuine interest and care for their followers will create a sense of connection and mutual respect. By fostering positive connections, being relatable, and demonstrating genuine interest in others, leaders will be more likeable and, thus more influential. Likeable leaders are often seen as more approachable, empathetic, and trustworthy, which can inspire their employees to work to their full potential. Additionally, by being likeable leaders create a supportive and inclusive work environment which will lead to positive change by fostering innovation and creativity.
5. **Authority:** Leaders can establish credibility and influence by demonstrating professional competence, expertise and knowledge, thus creating a sense of confidence and trust. By understanding authority and using it appropriately, leaders can create a positive and empowering environment that fosters growth, innovation, and lasting partnership within their organizations.
6. **Scarcity:** Creating a legitimate sense of urgency and importance by highlighting the unique value of opportunities and resources will create a sense of motivation and drive for employees. However, leaders need to balance the use of scarcity with an abundance mindset to create a psychologically safe environment where team members can embrace a fail-fast/fail-forward approach to problem-solving and can learn from their mistakes. By using scarcity in a balanced and ethical manner, leaders can effectively drive positive change and enhance the productivity and results of their teams.

7. **Unity:** Unity can be applied to foster a sense of community, shared purpose, and esprit de corps within the organization. Leaders can leverage this principle to create a supportive and inclusive work environment, where team members feel connected and valued. By emphasizing a shared identity and building strong relationships, leaders can influence and persuade their teams to contribute to a positive and cohesive organizational culture.

By incorporating these principles into their practices, leaders can enhance their persuasive powers, build trust, and establish lasting partnerships with those they lead. It is important to use these principles in a non-manipulative manner by ensuring that those who are influenced feel respected and valued. Additionally, leaders should balance these principles with wisdom, compassion, and ethical behaviour, creating a supportive and inclusive work environment that promotes the well-being and success of all employees.

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