



**The Ripple Effect:  
Becoming a Leader of  
Impact and Influence**

Amy Franko, Founder & President  
Impact Instruction Group



**Chart your unique  
leadership path that creates  
a ripple effect of lasting  
impact, influence, and  
inspiration in the world.**

## One Word



## Today's To Do List



## The Power of Leadership Identity

In pairs:

Each person will share a story of the most influential leader you've experienced. Think broadly! Personal, professional, formal, informal. They don't have to be leaders in title. Be sure to share:

- One thing they did that impacted you most
- How they made you feel in that moment
- One trait you'd like to carry forward as part of your own leadership identity

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## The Next 10 Years



A word cloud featuring various skills and traits. The words are arranged in a cluster, with 'Communicator' at the top, 'Collaborator' on the left, 'Agile Learner' in the middle, 'Multi-Cultural Awareness' in the center-right, 'Strategic Thinker' on the bottom-left, 'Adaptable' on the bottom-center, 'Self-Motivated' at the bottom, and 'Social' on the bottom-right.

Communicator  
Collaborator  
Agile Learner  
Multi-Cultural Awareness  
Strategic Thinker  
Adaptable  
Self-Motivated  
Social

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## Strategic Thinkers

- Futuristic
- Middle brained blend
- Balance purpose and process
- “Connect the dots” vs. “Find the dots” (synthesis vs. analysis)
- Major output . . . thought



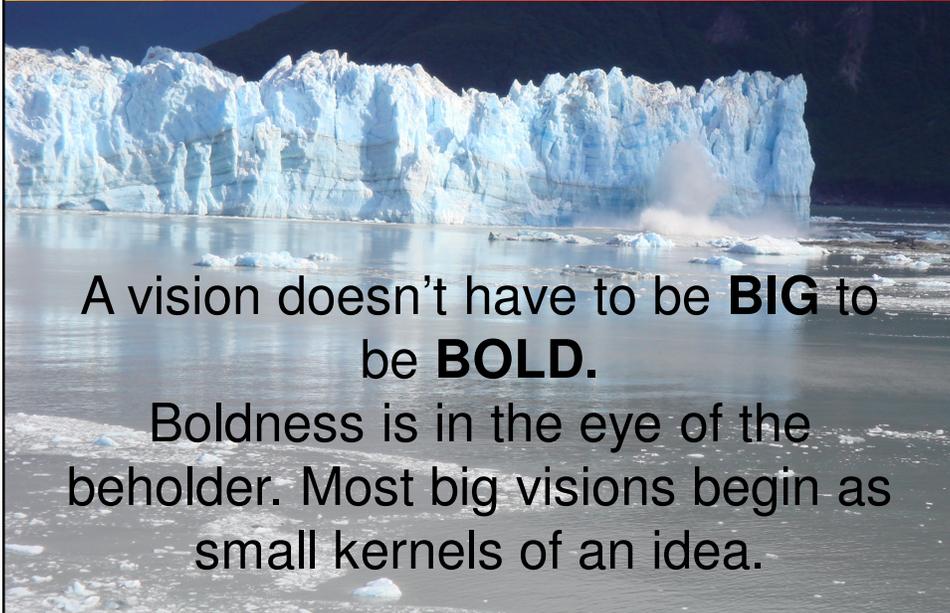
## Craft a Bold Vision



## Vision Takes Perspective . . .



## . . . And Time



A vision doesn't have to be **BIG** to  
be **BOLD**.

Boldness is in the eye of the  
beholder. Most big visions begin as  
small kernels of an idea.

## Crafting Your Unique Bold Vision

- What do I envision the future to be?
- How will my future self be different from today?
- Am I open to the path?
- What's my next step?
- What will be the impact?

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**Invest Time  
Differently**



## A Typical Week in the Life



How do I  
**choose**  
to fill it?

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## These are Your Choices



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## How Most People Fill It



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## Aspiring to Impact and Influence



You must  
**choose**  
differently.

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## Choose Priorities

Important & Urgent (Quadrant of Necessity)	Important and Not Urgent (Quadrant of Quality and Self-Leadership)
Not Important, Urgent (Quadrant of Deception)	Not Important & Not Urgent (Quadrant of Waste)

Increasing levels of complexity, time, significance.

Source: Stephen Covey's 7 Habits

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## Choose Priorities

Important & Urgent (Quadrant of Necessity) <ul style="list-style-type: none"> <li>Last-minute request from a leader</li> <li>Deadline-driven projects</li> </ul>	Important and Not Urgent (Quadrant of Quality and Self-Leadership) <ul style="list-style-type: none"> <li>Highest priorities (scheduled)</li> <li>Learning</li> <li>Relationships</li> <li>Health/wellness</li> </ul>
Not Important, Urgent (Quadrant of Deception) <ul style="list-style-type: none"> <li>Endless emails</li> <li>Some meetings</li> <li>Interruptions</li> </ul>	Not Important & Not Urgent (Quadrant of Waste) <ul style="list-style-type: none"> <li>Watching TV</li> <li>Distracted internet surfing</li> </ul>

Increasing levels of complexity, time, significance.

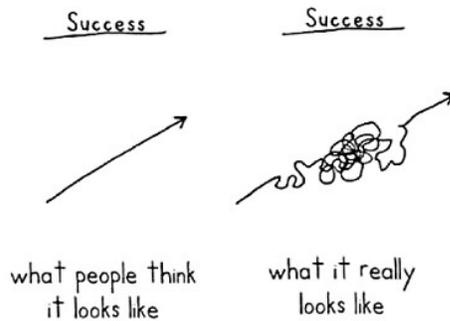
Source: Stephen Covey's 7 Habits

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# Cultivate Resilience



## Resilience and Leadership



Your resilience with  
“what it really looks  
like” determines your  
level of success.

Photo Credit: Demetri Martin, *This is a Book*

## Tips for Building Your Resilience

- Find a sense of purpose
- Develop a strong network
- Prioritize self-care
- Ask, “What can I do right now?”
- Practice reframing
- Develop a gratitude practice

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## Keep Different Lists



## The Lists We Should Be Keeping

- Be
- Have
- Achieve
- Serve
- Stretch

Space and silence are key.



## When You Are Faced with a Decision

- Does this fit with my long-term goals? My short-term goals?
- Do I want this with my heart?
- Does it make sense logically?
- Am I making this decision from faith or fear?
- How does this help me become a leader?



## Today's ~~To Do~~-Priority List



**Seek Bigger  
Questions**



## Becoming a Leader of IMPACT

- Where do I **INVEST** my time, talent, and treasure?
- Do I embrace a **MINDSET** of impact and influence?
- Am I pursuing my **PATH with PASSION**, personally and professionally?
- Am I asking for **ACCESS** and am I **ACCESSIBLE**?
- Am I living by **CHOICE** and not chance?
- Am I allowing **TIME** for space and silence?

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## and INFLUENCE

- Am I willing to **INSPIRE** others?
- Do I cultivate and share my **NETWORK**?
- Am I **FUTURE** focused?
- How do I want my **LEADERSHIP** to be remembered?
- How am I creating my **UNIQUE** vision and bringing others along with me?
- Do I **ELEVATE** those around me?
- Do I **NEGOTIATE**?
- Am I creating a **CULTURE** I can be proud of?
- Do I **EXPECT** more?

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# How Will You Lead Differently?



Grab Today's Slides

[impactinstruction.com/boldwomen2016](http://impactinstruction.com/boldwomen2016)

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## Connect with Amy Franko



Amy Franko drives results for organizations through elevating their most important asset—their people. Her firm, [Impact Instruction Group](#), works with technology companies and professional services firms to design and deliver leadership development and strategic selling programs.

Her experience within large global organizations, such as IBM and Lenovo, has shaped her skills as a futuristic thinker and leader. She brings new perspectives to her clients, with a sharp focus on achieving strategic goals.

Follow Amy on

Twitter:

[@amyfranko](#)

Connect on

LinkedIn:

[linkedin.com/in/amyfranko](#)

Known for her dynamic and engaging style, Amy is a sought-after speaker on the topic of leadership development and strategic selling, having delivered her powerful messages across the country.

She serves on the board of Girl Scouts of Ohio's Heartland, where she is responsible for leading the Council's efforts in attracting, retaining, and developing top board talent.

She has been honored as a 2015 Woman You Should Know™. This annual award is sponsored by WELD, Women for Economic and Leadership Development, and is awarded to a select group of 12 women leaders each year. These women are recognized for their significant business, leadership, and philanthropic contributions.

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