



# Leadership through Social Influence

TLH: 30<sup>th</sup>. June, 2022

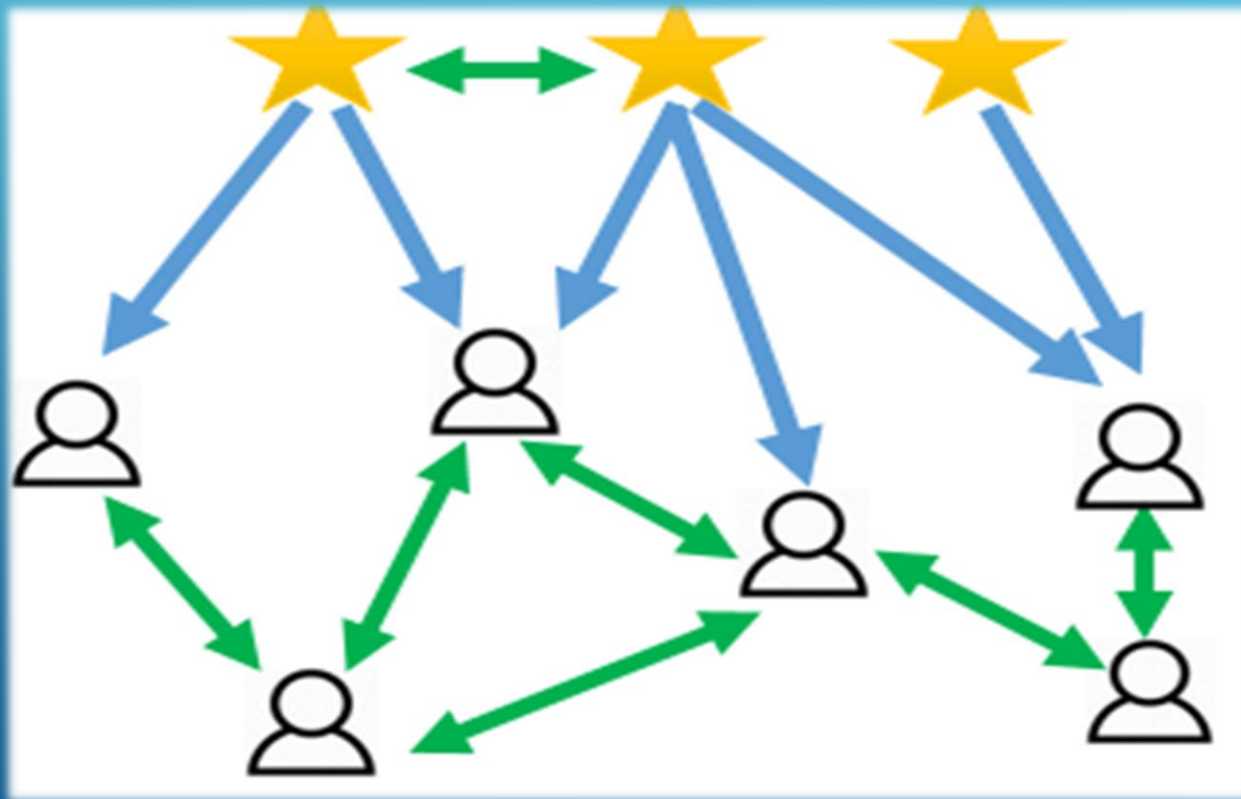
# What is Leadership?

Leadership is the process of **social influence** in which one person can enlist the aid and support of others in the accomplishment of a common task.



# What is Social Influence?

Social influence refers to the efforts of others to change our attitudes, beliefs, perceptions or behaviours.



# Psychological reasons of Social Influence

Morton Deutsch and Harold Gerard described two psychological reasons that leads to Social Influence:

## Normative



When we conform to others because we want them to accept and like us. Even in our highly individualistic culture, fitting in and being accepted by other people becomes important to the forming of our identities and the strength of the relationships and community that we build around us.

## Informative



When we conform to others because we believe they know more than we do.

# Informative Social Influence?

Sherif's Experiment



UCF Sherif  
Test Conform

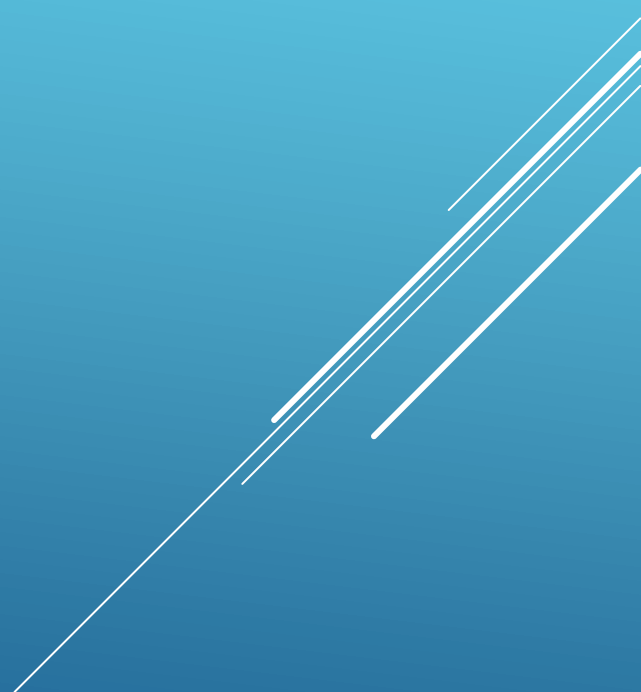


# Normative Social Influence?

Solomon Asch's experiment

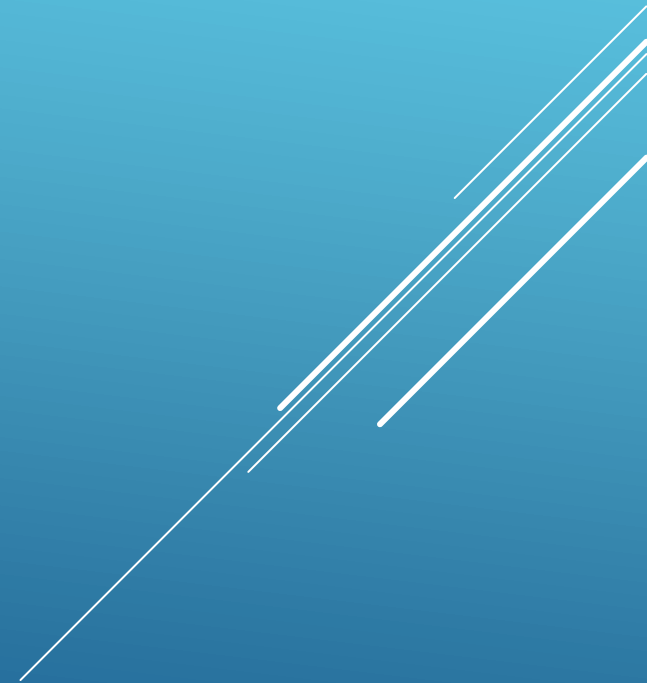
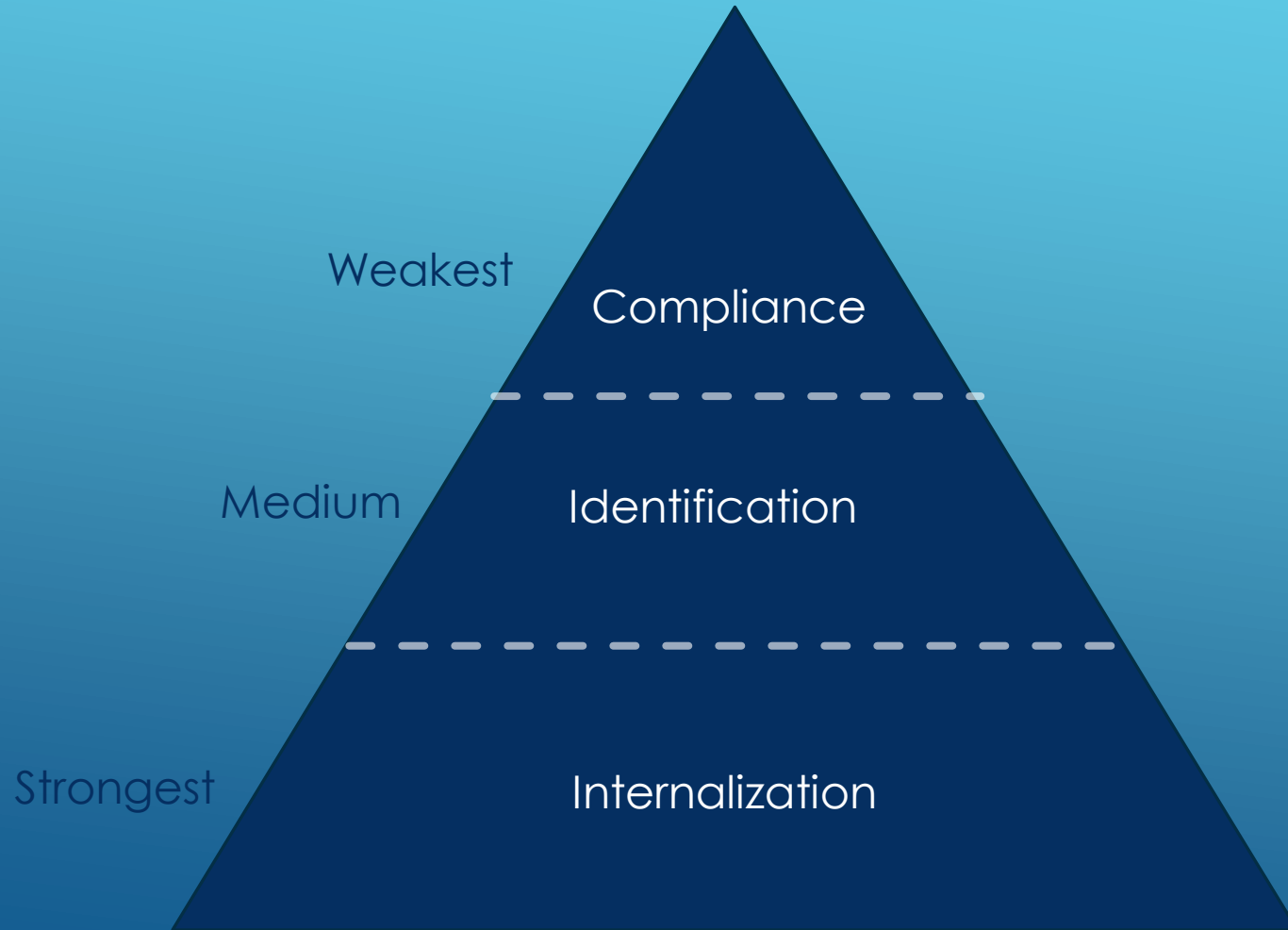


Asch  
conformity.m



# Types of Conformity

Harvard psychologist Herbert Kelman identified three broad varieties of conformity due to social influence:



# Compliance

Compliance is the act of responding favorably to an explicit or implicit request offered by others. Technically, compliance is a change in behavior but not necessarily in attitude; one can comply due to mere obedience or by otherwise opting to withhold private thoughts due to social pressures. According to Kelman's 1958 paper, the satisfaction derived from compliance is due to the social effect of the accepting influence (i.e., people comply for an expected reward or punishment-aversion).

The Milgram Experiment



Milgram  
Shock.mp4

There are different techniques to achieve Compliance:

1

Foot in the door

2

The door in the face

3

Low-Balling



# Internalization

This is the deepest level of conformity where the beliefs of the group become part of the individual's own belief system. This change continues on indefinitely, even in the absence of the group. In essence, internalisation leads to new behaviour. The individual is now completely part of the group, in terms of thinking and behaviour.

- Following the religion of your parents even after they've passed on.
- Retaining your cultural customs even if you're far from your native land.
- Waiting at the crosslights even if there's no car or person in sight.

Experiments prove that three actions facilitate internalization :

- Providing a meaningful rationale
- Acknowledging the behavior's feelings, and
- Conveying choice

# Importance Social Influence

Influence is a form of power in any situation, and especially in the workplace. People with influence at work tend to be more trusted and recognized. And often, influential people are also more effective leaders

Power	Influence
<ul style="list-style-type: none"><li>• Forced: uses threat, punishment to get someone to comply.</li><li>• Undemocratic: little transparency as most of the team members are excluded from decision making.</li><li>• Makes use of one-way dialogue.</li><li>• Disengaged Workforce.</li></ul>	<ul style="list-style-type: none"><li>• Voluntary : uses positive affirmation &amp; encouragement to get someone to comply</li><li>• Interdependent approach. Includes stakeholders in decision making.</li><li>• Makes use of conversations and feedback.</li><li>• Engaged and motivated Workforce.</li></ul>

# Increasing one's Influence

Build Trust



Be Consistent



Be willing to compromise and negotiate



Build Connections with people



Walk the walk



Listen



Develop Expertise



# Some examples of leaders who influence



Jim Sinegal

Over the past five years Jim Sinegal has shepherded his company Costco to impressive returns. Costco's stock has doubled, and revenues continue to grow at an impressive rate.

Yet Sinegal might be better known as a man of the people at Costco. His name tag plainly says "Jim," he answers his own phone, and his plain office at the company headquarters doesn't even have walls. While other CEOs are spending tens of thousands of dollars just decorating their offices, Sinegal's pays himself a yearly salary of \$350,00. Most CEOs of large company are paid in the millions. His simple contract is only a page long, and even includes a section that outlines how he can be terminated for not doing his work.

So how did he come up with that number? He figured he shouldn't be paid more than 12 people working on the floor.

His employee turnover rate is the lowest in the retail industry, over five times less than rival Wal-Mart. In an age where CEOs are paid in the millions and would never be seen in the "trenches," Jim Sinegal is an anomaly. And his workers love him for it.

# Some examples of leaders who influence



Doug Conant

Conant became the CEO of Campbell's Soup in 2001. At this point, the business was in a financial crisis.

To change course for Campbell, Conant made a public promise to walk at least 10,000 steps a day at work. His goal was to get to know as many employees as possible.

Conant also took the time to craft hand-written thank-you notes to employees every day.

By the time he stepped down in 2011, Campbells was outperforming the S&P Food Group and the S&P 500. They also won Gallup's "Great Workplace Award" four years in a row.

# In Sum...

“Leadership is not about a title or a designation. **It's about impact, influence, and inspiration.** Impact involves getting results, influence is about spreading the passion you have for your work, and you have to inspire team-mates and customers.”

-Robin Sharma



Thank You

