

## INCREASE YOUR INFLUENCE

### Eight Essential Attributes of Successful Leaders

*Unlocking the impact of influence can give you control in an often-chaotic industry.*

What qualities do most leaders have in common that guarantee their success? Here's a hint: they all surround the concept of *influence* – being able to influence themselves, by evaluating and managing their own behaviors and habits, before they can influence others.

With the current speed of business in the meetings and events industry, how can developing influence over yourself make you a more successful sales director, meeting planner, or convention service manager? Take it from the research results compiled from more than 10,000 executive coaching sessions and hundreds of team sessions with associations, businesses, and boards of directors -- managing yourself can positively affect your thinking, your actions, and ultimately, your results.

- *discover eight attributes of successful leaders*
- *create a Wheel of Influence to guide your professional development and leadership growth*
- *pinpoint the area that will help you to achieve a higher level of influence*



[Dean Savoca, M.Ed., BCC, CSP™](#) is the performance development partner for leaders who want highly-effective teams that are focused, aligned and inspired. Simply put, Dean helps leaders coach their people. A 25-year veteran of the meetings and events industry, Dean combines an early career in hospitality sales and operations with a Master's Degree in Organizational Performance and Change, and has spent the last 15 years speaking, training and coaching on leadership and development. He helps participants identify the core issues they face daily that impact performance development, people management and team alignment – and rallies them to action, *often right there in the room*. **The result is a better bottom line** – boosted by improved performance, higher productivity, and more cohesive teamwork. Dean is a board-certified coach and has conducted 10,000 executive coaching sessions. He is also a Certified Speaking Professional™, conferred by the National Speakers Association, and actively involved in several industry associations.