

THREE TYPES OF INFLUENCE

WHO IS A LEADER:

A LEADER is someone whose influence is strong enough that they have followers that they can lead to action. They are respected, identified by the masses, and have deep ownership in the success of our Union.

WHAT IS A CONNTECTOR:

A CONNECTOR is someone whose influence is social and they have connections with a large number of people. They can help get the word out, and get people to where you need them.

CALL THE EXPERT:

An EXPERT is someone whose influence is knowledge or skill based and others seek their advice in their field(s) of expertise. Their input allows things to get done in a smooth manner.