

4 Steps To Becoming The Most Influential Person In Your Company

you



rockstar



ROCKSTAR ACADEMY

A woman with long dark hair, wearing a grey tweed jacket, is shown in profile from the chest up, clapping her hands. She is in a meeting room with other people in the background, some of whom are also clapping. A laptop is visible on a table in the foreground.

Rockstar Step #1

Be so good
they can't
ignore you.

Eleanor Biddulph
Executive VP Operations
Progressive Medical:

“Consistently go above and beyond the minimum requirements of your position. Demonstrate a desire to learn, ask questions, offer solid ideas. Be a positive influence on your peers. Be a leader no matter where you are in the organization.”

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Rockstar Step #1

Be so good they can't ignore you.

1. What problem are you **UNIQUELY** able to solve in your current role or position?
2. What mistakes have you learned from in the past few months?
3. What results can you produce that nobody else can produce as well as you?
4. What are your boss's top 1-3 priorities, and how can you best help achieve them?



Rockstar Step #2
Do your homework.

Amy Stevenson
SVP Marketing
Victoria's Secret:

"Come to me with new or plussed up ideas — details buttoned up, ability to answer my questions quickly, and logically able to make an argument for why it might work using competitor data, outside info, previous results, etc."

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Rockstar Step #2

Do your homework.

*TIP: You may not be required to present your homework, but you better be able to pass a test on it.

1. What challenge can you help solve? Write it out in as much detail as you can.
2. What information, data, knowledge are you missing? Where can you get it?
3. What might be a challenge for you as you work towards this solution?
4. How will you work around it/through it? Tip: Who do you have (or can you gain) support from?

your boss



Rockstar Step #3
ASK for an
audience with
the right audience

← you

Mike Pechinak

VP, Marketing Manager for Mortgage Banking
J.P. Morgan Chase:

"If someone in my group, without direct access, sent me an email requesting a meeting to discuss a new idea — I'd absolutely accept the meeting. From there they'd need to deliver!"

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Rockstar Step #3

Ask for an audience with the RIGHT audience.

***TIP:** If you can't get the ear of the person you need, get the ear of someone who has their ear.

1. Who does your positive impact affect? Who is it important to?
2. Who is the right audience — who do you need to pitch your ideas or offer your support to?
3. How will your solution or assistance support them and their priorities?
4. How do they like to receive information? Hint: How do they communicate?



Rockstar Step #4

Bring it
like a
rockstar

Pete McGinty

*Associate VP, Strategic Marketing & Communications
The Ohio State University:*

“Don’t dream just for the sake of dreaming. But, dream big in parallel with the mission & vision of the organization. Be prepared to defend and support your position. Bring constructive value to the table.”

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Rockstar Step #4

Bring it like a rockstar.

1. Are you completely convinced, part of the solution, and willing to lead?
2. Are you fully prepared to present your idea....and fight for it?
3. Are you able to accept “no”, regroup, and live to fight another day?
4. Assuming they say yes to your idea or assistance, what is the next step?

Now go bring it!

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