

# THE 4 KEYS TO INFLUENCE

## SUPPLEMENTAL READING LIST

Becoming truly influential and well-branded means understanding human behavior, influence and human motivation at a high level. The books below will help you get a better understanding of what makes people tick, so you can make the best decisions possible for your career growth and personal branding.

The Charisma Myth - Read the book that completely shatters our assumptions about charisma. We generally believe that charisma and influence are natural — you're born that way and can't actively change how you're made.

In this book, you'll learn why this assumption is completely false as the author Olivia Fox Cabane breaks charisma down to its components and teaches basic behavioral practices that will transform the most non-charismatic person into a polished influencer.

How to Win Friends and Influence People - The grandfather of influence, Dale Carnegie, first published this bestseller in the 1930's. The book details strategic ways that we can influence the behavior of others without making them feel they've been manipulated. This is an easy read with great real life examples that still stand in today's world (although the technology was very different in his time).

Drive: The Surprising Truth About What Motivates Us - This book by Daniel Pink takes a more research-heavy approach to influence, but still makes understanding human behavior and influence accessible to the everyday reader. This book discusses scientific research demonstrating what really motivates people, especially in the corporate world.

This is a great resource for those who want to excel in a corporate career as it outlines the 3 elements of motivation — autonomy, mastery, and purpose — components that when applied in a corporate environment can really impact a leader's ability to influence teams and maintain longevity among team members.

The 48 Laws of Power - The book popularized by rappers and prison convicts (yes, it is one of the most read books in prison) is one of the most instructive books on power ever written.

This book outlines true stories of power throughout history, many of which involve cunning, immoral, and completely ruthless acts. The goal for reading this book is to really understand how influence and power tactics can be used in any circumstance and the consequences of using power in a negative way.

This book can be a challenging read simply because of the historic stories detailing battles and betrayals between kings, queens and courtiers, that are sometimes tough to follow, but each story has a valuable lesson that can be understood in today's terms with a bit of self-reflection.

Remember to use this book as a tool for deeper understanding, but this book is not to be used as a methodology for influencing others as its amoral lessons don't always fit into today's society.