

Ben Gioia (“joya”)

presents

**Are You A Plain Old
Thought Leader...**
*... or do you actually
influence with a heart?*

Use This Quick, 10 Step Checklist

To Validate Whether You’re One-of-a-Kind

(or just like every other self-proclaimed thought leader)

Around the world, lots people are hungry for change. (And it's happening!)

Entrepreneurs, organizations, and leaders... speakers, authors, and trainers... consultants, coaches, and thought leaders... are moving humanity forward and enhancing life for more people — today and for the future. They're creating and growing amazing businesses, movements, and positive social change.

- Now, imagine if you were the person **best positioned** to help these people.
- Imagine...1,000s reaching out to you for advice, because **they see you as a leader.**
- Imagine inspiring more of your clients, customers, constituents, and colleagues **to say “yes” to your ideas, vision, message, or movement.**
- Imagine connecting with more people, cultivating more relationships & referrals, **creating win-win-win outcomes**, and influencing the people & culture(s) around you.
- And imagine magnifying your **influence, impact, and income** — so you can help more people (whether it's one, 10, 10,000, or 10 million more).

That's why it's so important to influence with a heart. This is what positions you as a one-of-a-kind thought leader in the hearts and minds of the people you serve.

When you do this, more people will:

1. Find you and **connect** with you;
2. **Sign up** for your list;
3. Follow you on social media and share your message (i.e. **do your marketing for you**);
4. **Purchase** your products;
5. **Invest** in your services and **make referrals**;
6. **Invite you** into their boardrooms, onto their webinars, onto their stages; and
7. **Give you the opportunity** to lead them or help them... so they can create more success and impact with their business, in their workplace, or in their life.

In a nutshell, more people will have the opportunity to have their business or life transformed by who you are and what you bring to the table. (Not just people today, but those people who will be impacted by your legacy in the future.)

When you influence with a heart, you can use your business or organization to make real, positive change happen in the world.

And it's not just an action... it's a way of BEING.

So if you want to make more success happen — in your company, organization, or world — it's critical to influence with a heart. This positions you as a one-of-a-kind thought leader. This means that you'll stand out in the minds AND hearts of the people you serve.

Because your clients, customers, colleagues, constituents and/or audience need to get inspired and excited about who you are and what you offer, so they can take action that's good for them, good for you, and good for the planet.

How To Use This Assessment

This assessment will help you get a sense of your influence and where you stand as a unique thought leader. It's not a place for judgement or self-recrimination, but a way for you to see where you excel and where you have the opportunity to improve.

The statements in this assessment are a part of the bigger process that I follow when I work with clients — whether my personal coaching clients or when I'm consulting with organizations — for identifying and assessing their unique levels of thought leadership and influence.

Going through this assessment will allow you to maximize what's working and refining what's needed, so more people will say YES to your ideas, vision, message, or movement.

Whether you do this for your organization or your own business, this assessment will help you stand out and serve others in a powerful and profound way.

For Organizations

Go through this assessment with your leadership teams, as well as your departmental teams. It is valuable for 1) clarifying your brand, reputation, & authority; 2) creating alignment; and 3) magnifying your ability to reach, influence, and transform the people & culture(s) around you.

For Yourself

Answer each question with a pen in hand and let the thoughts flow. Getting clear and refined in these areas will help you talk about the value & benefits of what you offer... as you bring your ideas, gifts, and leadership to life.

(REMINDER: This is not a place for self judgement or self recrimination. This is an opportunity for self awareness about who you are, how you bring your goodness to the world, what you're creating, and what you can do to create more success that's good for everyone in the mix.)

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1. **Go-To Person** You're a reliable source of information & insight, as well as a go-to person in your market, field, company, or industry.

Your Rating (1-10) _____

Where To Improve _____

1st Action Step _____

2. **Make Connections** You're able to connect — both who you are and what you offer — to the outcomes that people want.

Your Rating (1-10) _____

Where To Improve _____

1st Action Step _____

3. **Inspirational** You inspire others with new points of view, stories, and innovative ideas. You turn these ideas into success and offer a blueprint, framework, or roadmap so others can replicate that success.

Your Rating (1-10) _____

Where To Improve _____

1st Action Step _____

4. **Relationships** You create authentic rapport and powerful relationships from your presence, empathy, emotional intelligence, humility, and excellent interpersonal skills.

Your Rating (1-10) _____

Where To Improve _____

1st Action Step _____

5. **Reach, Response, and Results** You're good at building vibrant networks that are based on trust and continue to expand your influence by inspiring others to share your message.

Your Rating (1-10) _____

Where To Improve _____

1st Action Step _____

6. You create **Collaborative Solutions** which contribute to your wellbeing, communication, and unparalleled leadership. You express your unique purpose in a way that helps you succeed and sets an example for the world around you.

Your Rating (1-10) _____

Where To Improve _____

1st Action Step _____

7. Game Changer You're known for making a difference in your work, for the people who are impacted by your business or organization, and in your world.

Your Rating (1-10) _____

Where To Improve _____

1st Action Step _____

8. Special Sauce (You've got it!) This comes from your (years of) experience, education, failures, triumphs, anecdotes, mishaps, insights, investments, wisdom, time, energy, effort, talent... and everything in between.

Your Rating (1-10) _____

Where To Improve _____

1st Action Step _____

9. Win-Win-Win You create and cultivate win-win-win relationships and a sphere of influence that's based on connection, trust, and real transformation.

Your Rating (1-10) _____

Where To Improve _____

1st Action Step _____

10. Living Legacy You're not just about making an impact after you're gone. Your ideas, perspectives, and unique approach create a powerful, living legacy... today.

Your Rating (1-10) _____

Where To Improve _____

1st Action Step _____

Want help bringing your ideas, gifts, and leadership to life?

Inquire about coaching or training with Ben at influencewithaheart.com/connect

Ben Gioia (“joya”) is a 2X bestselling author & international speaker who helps kick-ass, heart-based women change the world. He’s positioned thought leaders, created a mindfulness & empathy video game, and increased EQ while shifting culture at a Fortune 100.



Ben is the President and Founder of InfluenceWithAHeart.com. His teachings on empathy, mindful leadership, and innate wisdom are used by more than 30,000 people worldwide.

Ben launched one of the world’s biggest magazines, improved quality of life for people with ALS (i.e., Stephen Hawking), and trains global business leaders at Stanford. While trekking in India (and facing death 4 times), Ben received a gift: a fire inside to serve. So today he partners with thought leaders, organizations, and changemakers to bring their ideas, vision, message, or movement to the world.

Ben’s talks, books, & training will elevate your: 1) leadership (so you can own your greatness); 2) positioning (be the unique thought leader you truly are); and 3) influence (impact the culture(s) you’re part of). What Ben teaches is proven, practical, & profitable: face to face, online, onstage, or on the phone.

Mindfulness & service are central for Ben: 110+ days of silent meditation, 3 years volunteering at hospice, teaching English to Tibetan refugees, & receiving an award for his “Mindfulness For People With ALS and Their Loved Ones” from The ALS Association. Ben shares 10% of his revenues with organizations who are making a difference.

▶▶▶ If you want to position yourself as a unique thought leader, influence the people and culture(s) around you, or be a more innovative leader, schedule a free consultation with Ben: influencewithaheart.com/connect or 347.870.6502 or ben@influencewithaheart.com.

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