



WHAT DOES IT MEAN TO BE A
Key Person of Influence?

ANDREW  **GRIFFITHS**
Enterprises

ENERGISING ENTREPRENEURS GLOBALLY

BEING A 'KEY PERSON OF INFLUENCE' ISN'T SOMETHING TO BE TURNED ON AND OFF. YOU ARE A 'KEY PERSON OF INFLUENCE', OR YOU ARE WORKING TO BECOME A 'KEY PERSON OF INFLUENCE' OR YOU ARE NEITHER.



IT IS YOUR PHILOSOPHY AND APPROACH TO LIFE, REFLECTED IN THE WAY YOU LIVE, THE ACTIONS YOU TAKE AND THE WAY YOU TREAT OTHERS. IT IS ABOUT DOING THE RIGHT THING, EVEN WHEN NO ONE WILL KNOW IF YOU DON'T.



YOU ACT WITH ABSOLUTE INTEGRITY IN EVERYTHING YOU DO AND PROTECT YOUR REPUTATION AS YOUR MOST HIGHLY VALUED ASSET, DOING NOTHING TO HARM IT AND EVERYTHING TO NURTURE IT.



AS A 'KEY PERSON OF INFLUENCE' YOU KNOW YOU WILL DO WHAT IT TAKES TO SUCCEED, UNDERSTANDING CLEARLY THAT MOST PEOPLE WILL NOT. YOU DON'T COMPLAIN ABOUT THE LONG HOURS, THE RISK, THE HARD WORK OR THE CHALLENGES, BECAUSE YOU BELIEVE IN YOURSELF AND YOU DREAM LARGE.

A 'KEY PERSON OF INFLUENCE' WILL NEVER BELIEVE THE PEOPLE WHO TELL THEM THE THINGS THAT THEY CAN'T DO. THEY UNDERSTAND THAT THE FEARS AND LIMITING BELIEFS OF OTHERS WILL NOT LIMIT THEM. AT THE SAME TIME A 'KEY PERSON OF INFLUENCE' SUPPORTS AND ENCOURAGES THOSE AROUND THEM, NEVER BUYING INTO THE MINOR, THE PETTY, THE NEGATIVE OR THE UNIMPORTANT, INSTEAD STAYING FOCUSED ON THE THINGS THAT MATTER.



BEING A 'KEY PERSON OF INFLUENCE' MEANS DOING BUSINESS AT THE EDGE OF WHERE CREATIVITY HAPPENS. IT MEANS EMBRACING NEW, BEING PREPARED TO TRY AND TO FAIL SPECTACULARLY AND TO LEARN FROM THE EXPERIENCE. A 'KEY PERSON OF INFLUENCE' LIVES LIFE AND DOES BUSINESS TO THE BEAT OF THEIR OWN DRUM, AND THIS IS WHAT ATTRACTS OTHER 'KEY PEOPLE OF INFLUENCE' TO THEM.



A 'KEY PERSON OF INFLUENCE' IS BRAVE ENOUGH TO CHARGE WHAT THEY ARE WORTH AND THEY EXPECT TO PAY OTHERS WHAT THEY ARE WORTH. THEY UNDERSTAND VALUE AS OPPOSED TO COST. THEY ARE NOT AFRAID TO BE THE MOST EXPENSIVE BECAUSE THEY KNOW THEY ARE THE BEST AT WHAT THEY DO.

A 'KEY PERSON OF INFLUENCE' WILL CREATE WEALTH. THEY UNDERSTAND THAT MONEY PROVIDES OPPORTUNITIES, FREEDOM AND A WAY TO CONTRIBUTE TO OTHERS. THEY EMBRACE A PHILOSOPHY OF ABUNDANCE AND REJECT A POVERTY MENTALITY.



A 'KEY PERSON OF INFLUENCE' WILL ALWAYS BE LOOKING FOR WAYS TO LEAVE THE WORLD A BETTER PLACE THAN THEY FOUND IT, TO LEAVE THEIR LEGACY IN WAYS THAT ARE IMPOSSIBLE TO IGNORE. THEY EMBRACE THIS PHILOSOPHY EVERY DAY, SHOWING KINDNESS AND COMPASSION TO OTHERS, BEING BOTH VULNERABLE AND STRONG THEMSELVES.



A 'KEY PERSON OF INFLUENCE' WILL BE PATIENT ENOUGH TO PLAY A LONG GAME. IT IS NEVER ABOUT SHORT-TERM GAIN, IT IS ALWAYS ABOUT CREATING THE BIG PICTURE, REGARDLESS OF HOW LONG THAT MAY TAKE TO ACHIEVE. IT IS NEVER ABOUT ONE DAY OF SUCCESS, IT IS ABOUT A LIFETIME OF SUCCESS.

A 'KEY PERSON OF INFLUENCE' WILL ATTRACT OPPORTUNITIES AND HIGH QUALITY PARTNERS BECAUSE OF THEIR INTEGRITY AND REPUTATION. A TRUE 'KEY PERSON OF INFLUENCE' WILL ENTER EVERY PARTNERSHIP LOOKING TO SERVE. IT IS NOT ABOUT WHAT THEY GET BUT WHAT THEY BRING TO A PROJECT, A RELATIONSHIP, A BUSINESS OR A PARTNERSHIP. THEY ARE QUICK TO HELP OTHERS, TO SUPPORT THOSE FOLLOWING A SIMILAR PATH AND TO BE GENEROUS WITH THEIR KNOWLEDGE AND WISDOM.



AS A 'KEY PERSON OF INFLUENCE' IT IS IMPORTANT TO LISTEN TO YOUR INTUITION; ABOUT PEOPLE, OPPORTUNITIES AND SITUATIONS. THIS MEANS BEING STRONG ENOUGH TO QUICKLY END RELATIONSHIPS WHERE OTHERS ARE NOT ACTING WITH INTEGRITY OR HOLDING THEMSELVES TO THE SAME HIGH STANDARD.



A 'KEY PERSON OF INFLUENCE' WILL NEVER PLAY A SMALL GAME. THEY DON'T LOOK FOR OTHERS TO BLAME WHEN THINGS GO WRONG, THEY RISE ABOVE WHATEVER MAY BE HAPPENING AND TAKE RESPONSIBILITY FOR BOTH THE GOOD AND THE BAD IN THEIR WORLD. THEY DON'T GOSSIP, MOAN OR COMPLAIN ABOUT THE THINGS THAT ARE OF LITTLE TO NO CONSEQUENCE IN THE SCHEME OF THINGS. AND THEY ARE QUICK TO PUT DISTANCE BETWEEN THEMSELVES AND THOSE WHO DO.

**THEY SURROUND THEMSELVES WITH OTHER LIKEMINDED
'KEY PEOPLE OF INFLUENCE', SUPPORTING AND PROTECTING THIS
PEER GROUP FEROCIOUSLY. THEY CONTRIBUTE UNSELFISHLY AND THEY
ARE NOT AFRAID TO ASK FOR HELP AND SUPPORT WHEN THEY NEED IT.
THEY KNOW THE VALUE OF THEIR NETWORK, THEIR PARTNERS, THEIR
CO-CREATORS AND THEIR PEERS AND THEY NURTURE AND GROW THEIR
COMMUNITY IN A CONSIDERED WAY.**



**WHEN YOU COMMIT TO BECOMING A 'KEY PERSON OF INFLUENCE',
UNDERSTAND THAT IT IS A LIFELONG COMMITMENT. EVERY SINGLE
THOUGHT, EVERY SINGLE ACTION, EVERY SINGLE DAY, WILL EITHER
BE STEERING YOU TOWARDS A LIFE AS A 'KEY PERSON OF INFLUENCE'
OR MOVING YOU AWAY.**



**CONSIDER THESE THOUGHTS AND ACTIONS WISELY BECAUSE
YOU ARE ON A LIFELONG MISSION THAT VERY FEW PEOPLE WILL
GET TO EXPERIENCE. BEING A 'KEY PERSON OF INFLUENCE'
IS NOT A GIFT, OR A RIGHT OF PASSAGE, IT IS A CHOICE.**

**ARE YOU LIVING
LIFE AS A TRUE**

*Key Person
of Influence?*



ANDREW GRIFFITHS | KEY PERSON OF INFLUENCE

WWW.ANDREWGRIFFITHS.COM.AU