



NCTECH
Association



SUMMIT FOR
WOMEN IN TECH

**The Power Of
Visibility
Through
Influence**



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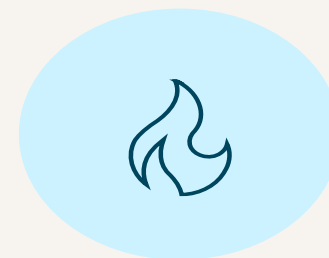


Polling Question



Which Spark 2025 theme resonates most with you that makes you feel most seen, heard and valued?

- ☐ Spark Passion – Energizing change through enthusiasm and progress
- ☐ Spark Influence – Leading through connection, not control
- ☐ Spark Collaboration – Building empathy and mutual respect
- ☐ Spark Grit – Persevering through challenges toward long-term goals



Spark
Passion



Spark
Influence



Spark
Collaboration

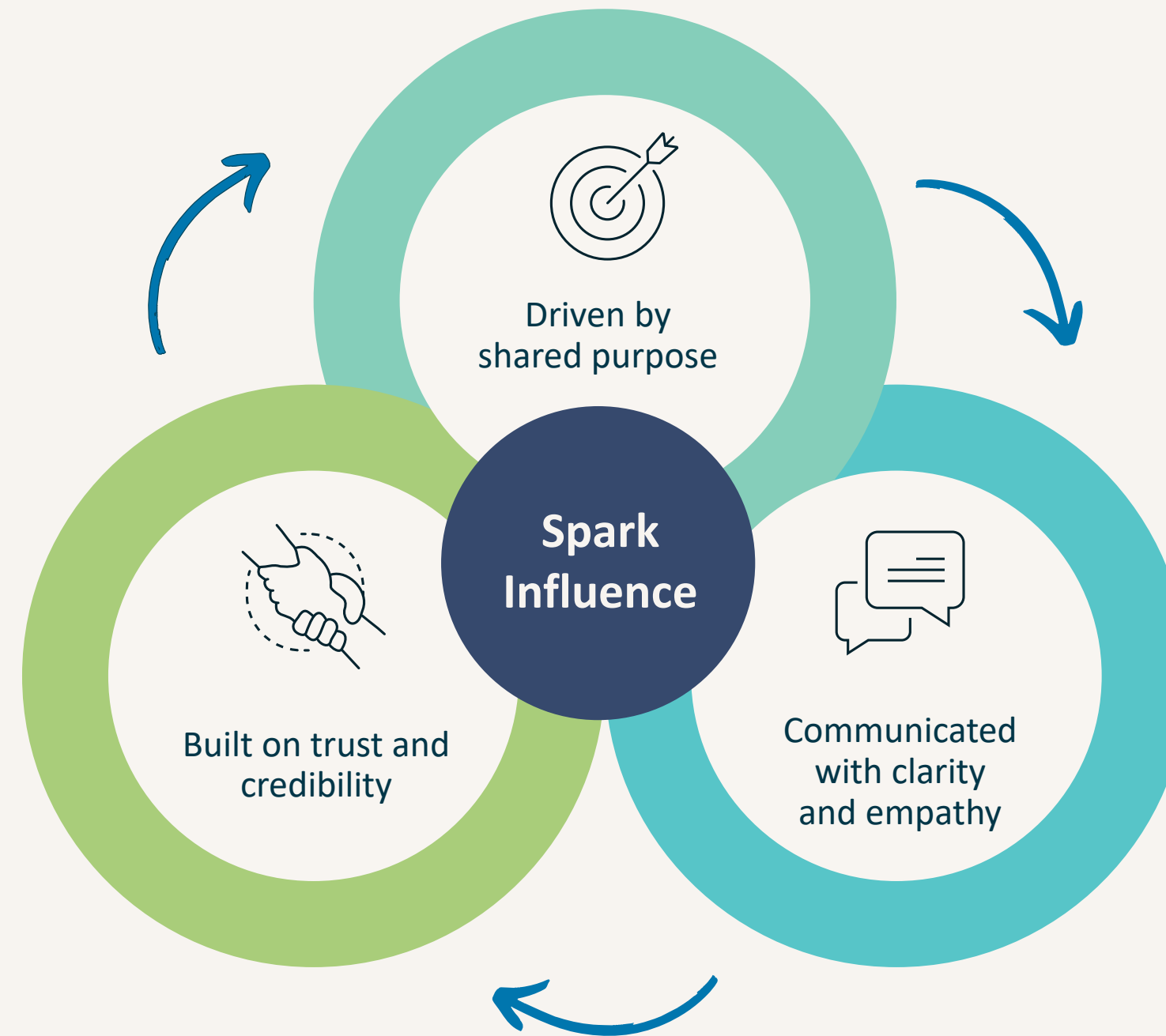


Spark
Grit





How to “Spark” Influence?



“
*Influence is the ability to
shape outcomes through
connection, not command.*
”



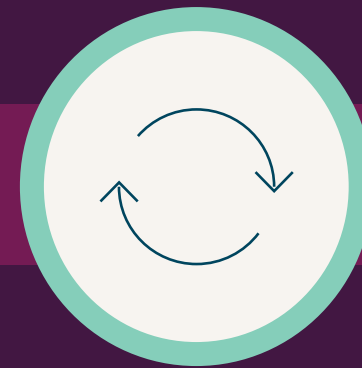
Why is Influence critical?



Builds alignment and shared purpose across teams



Helps overcome resistance to new ideas and ways of working



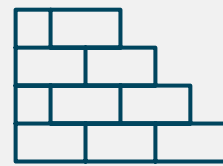
Motivates action and fosters commitment to change



Sparks collaboration and drives collective energy toward a common goal



3 Types of Influencers



Conservator

- Prefer stability and structure
- Protect what's working well
- Tend to be cautious about risks or rapid change



Pragmatist

- Bridge the gap by being practical and adaptable
- Aim to find balanced, workable solutions



Originator

- Idea-driven and challenge status quo
- Comfortable with ambiguity
- Often push for bold innovation



Examples of types of Influencers



Warren Buffet
CEO of Berkshire Hathaway



Cynthia "Cynt" Marshall
CEO of the Dallas Mavericks



Steve Jobs
Former CEO of Apple



Quiz



Influencer Style Indicator – What's your style?

1. **When faced with a new challenge, do you:**
 - A. Stick with tried-and-true methods.
 - B. Take a balanced approach, testing out what works best.
 - C. Seek new, creative solutions to the problem.



Quiz



Influencer Style Indicator – What's your style?

2. When it comes to taking risks, do you:

- A. Avoid risks and prefer safe, proven paths.
- B. Weigh the pros and cons carefully before deciding.
- C. Embrace calculated risks to push boundaries.



Quiz



Influencer Style Indicator – What's your style?

3. In times of change, do you:

- A. Look for stability and minimize disruptions.
- B. Seek a practical solution that balances old and new.
- C. Seek new opportunities and drive innovation.



Quiz



Influencer Style Indicator – What's your style?

4. When facing a major change at work, do you typically:
- A. Prefer to wait for clear, detailed instructions before acting.
 - B. Jump in, balancing preparation with action, and adapt as you go.
 - C. Start by brainstorming new, creative solutions before even
 - D. getting started.



Quiz



Influencer Style Indicator – What's your style?

5. In a team setting, when working on an initiative, do you:
- A. Focus on ensuring the team follows a well-established process and avoids mistakes.
 - B. Look for practical ways to integrate new ideas into existing structures and ways of working.
 - C. Encourage everyone to think outside the box and explore unconventional solutions.



Quiz



Influencer Style Indicator – What's your style?

6. When collaborating with others, do you usually:

- A. Stick to proven methods and ensure everyone follows the process.
- B. Adapt your approach based on the team's needs and the situation.
- C. Encourage brainstorming and push for bold, new approaches.



Quiz



Influencer Style Indicator – What's your style?

7. When introducing a new idea, do you:

- A. Gather detailed data and build a strong case before sharing.
- B. Test the idea in small ways and adjust based on feedback.
- C. Share your vision enthusiastically and rally others around it.



Unpacking your Influencer style

Mostly As: You are a **Conserver**.

Mostly Bs: You are a **Pragmatist**.

Mostly Cs: You are an **Originator**.



Why identifying other's Influencer style matters?

- Each influencer style has different needs and concerns.
- Tailoring your approach builds trust and buy-in.
- Recognizing styles helps reduce resistance and miscommunication.
- Influencers flex their communication to meet others where they are.





Why your Influencer style matters?

All styles add value—the key is using yours with **intention**.

Shapes your response to change

Helps you lead with authenticity

Reduces blind spots

Enables adaption to build stronger influence



Reflection



What are the strengths of your Influencer style?



How can your influencer style help you lead through transformation change?



What's one way you'll use your style to influence change differently moving forward?



Thank you