



INSIGHTS



JULY 2023

INFLUENCE

WELCOME

Welcome to **Maverick Paradox Insights**. A collection of diverse ideas from a range of thought leaders, on various topics relating to business and leadership.

This month, we are exploring leadership influence, viewed from a variety of perspectives, and exploring topics such as **Maverick Leadership** and the **Influence - Impact Imbalance**.

John Maxwell said it best when he said 'Leadership is influence, nothing more and nothing less'. We have always viewed leadership as a form of influence, not manipulation, and through **The Maverick Paradox** and **Maverick Paradox Media** we address the theme of influence regularly.

Influence is one of the key traits of a successful leader. Having high influence and impact is critical to effectively leading and serving the needs of the organisation. It helps foster a positive and productive work environment, which can improve morale and increase productivity. The ability to execute well is hampered by those that have a reduced ability to influence.

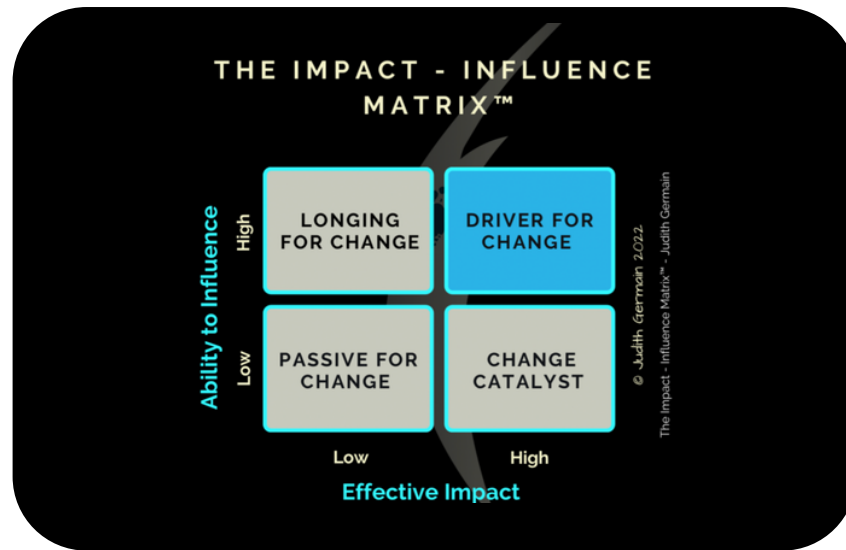
Here at **The Maverick Paradox**, we are experts in helping leaders enhance their impact and influence, to enable them thrive in complex, fast-changing environments.

"All influential leaders have the ability to influence and create effective impact that inspires teams and challenges the status quo in an organisation. When looking to amplify their influence and impact, it is important that leaders understand their current position, and be willing to make the changes needed to improve their leadership" explains Judith.

So, what can we do to amplify our influence as leaders?

For more information visit the Maverick Paradox website [here](#) or email contact@maverickparadox.co.uk for enquiries

THE IMPACT-INFLUENCE IMBALANCE



It can be confusing for leaders when they know they have hired the right people with the right credentials, only to find they do not perform in a way that is reflective of their experience and talents. Unfortunately, often talent is not enough, and organisations need to ensure that there isn't an imbalance with a leader's ability to impact and influence others.

In her article on LinkedIn, Judith asserts that:

"it is not enough to be a Change Eager Leader, only those with the right level of influence and impact will make a meaningful difference to the status quo."

"When leaders have a low effective impact in the environment around them, coupled with having a low ability to influence their peers and other stakeholders, it is likely that these leaders will be Passive for Change. This means the individual, leadership team or organisation will not be enthusiastically striving for change in the status quo," Judith explains.

She continues "When there is low effective impact but high ability to influence (whether that's an individual, leadership team or the organisation), there is a recognisable Longing for Change. However this doesn't translate to real positive impact on the challenges ahead."

Organisations must ensure that they create an environment where it's possible to have many **Drivers for Change**. This is where there is high effective impact and high ability to influence. Organisations that can thrive in complex, constantly changing environments have leaders who are able to utilise their high ability to influence to make the right impact. To effectively utilise the strengths of their teams, leadership influence is essential.

To find out more about impact and influence, read the full article on Judith's LinkedIn page [here](#).

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MAVERICK LEADERSHIP



Since 2005 **Judith Germain** has been defining Mavericks as **wilfully independent people**. Contrary to negative stereotypes, mavericks often make the most effective and influential leaders.

In conversation with Simone Vicenzi on the GTeX podcast, Judith explores Maverick Leadership and why all leaders should aim to be Maverick Leaders, asserting:

"Maverick Leadership is a philosophy. It is a way of being as well as a way of leading."

Judith explains,

"You do not have to be a Maverick to be a Maverick Leader. There is the personality of a Maverick, and the behaviour of a Maverick. Some people I call Maverick Behaviourists are only Mavericks in their area of expertise, outside of work they are Conformists. Maverick Leadership is not the leadership cloak you put on when you go to work, it is the underwear you put on when you get up!"

While exploring the principled nature of Maverick Leaders, she cites Barack Obama and Jacinda Ardern as examples of Maverick Leaders. This is due, in part, because they work for the greater good. The tasks they tackle are bigger than themselves, they use their influence to, make sure the important tasks get done.

During the podcast Judith also reflects on her own maverick journey as a self-proclaimed Socialised Maverick.

"When I was in corporate I was Head of HR (Director level) - so I was the one who was called in to deal with challenging individuals. To me it was always obvious how to get them to do what they needed to do because I understood them," she tells Simone.

Judith explains that Mavericks only follow rules that make sense to them, but she has learned to contextualise her thinking and explain it clearly, so that people understood that she was not simply refusing to complete a task that didn't make sense to her. It is this contextualisation that enables Maverick Leaders to become more effective.

To find out more from Judith about Maverick Leadership, listen to the full conversation [here](#)

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LEADERSHIP INFLUENCE: ERADICATING RACIAL DISCRIMINATION



In order to encourage and support black employees to reach senior positions, DEI must start with leadership influence.

Black Leaders Awareness Day takes place on the 18th July, celebrating diverse leadership. This awareness day also prompts us to reflect on the representation of black professionals in leadership roles in the UK. As of 2020, just 1.5% of managers, directors and senior officials in the UK were black. This has barely changed since 2014, demonstrating a clear lack of DEI progress.

Racial discrimination has been a long standing issue for decades. Intolerance remains present in the workplace, and must be addressed by leaders who are willing to use their influence to challenge the status quo and create real, tangible change.

In her article for **The Maverick Paradox Magazine**, change and transformation specialist **Janet Houlis** discusses the role of leaders in eradicating racial discrimination in the workplace.

"Leaders have a moral obligation to ensure that their organisation is free from racial discrimination and have the power to create a culture within their organisation where everyone feels respected and valued regardless of race," Janet writes.

It is the responsibility of the leader to challenge the established culture of the organisation and encourage change. Influential leaders who have the ability to act as drivers for change are the most likely candidates to cultivate new cultures.

Janet asserts that *"it is also important for leaders to lead by example - setting a standard for behaviour that does not tolerate any form of discriminatory language or conduct."*

She continues to explain how leaders must be *"actively involved in promoting diversity, equity and inclusion not just within their organisation but also amongst key stakeholders, participating in industry events which prioritise DEI."*

Leaders utilising their influence to create real change is key to addressing DEI and increasing representation in senior roles.

To read the full article and find out more, visit the Maverick Paradox Magazine [here](#).

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DO YOU HAVE THE INFLUENCE FACTOR?



Often it is easy to assume that most leaders will have a high influence factor, however a recent survey carried out by Judith Germain found that only 14% of leaders are influential, despite over 85% being ranked as competent leaders.

The survey included a series of multiple choice questions designed to measure influence based on 4 key categories: **capability, decisiveness, power and impact**. After completing the short survey, respondents received a personalised report which provided them with their current score for each of these core leadership areas.

"Having high impact as a leader is critical if you want to effectively lead and serve the needs of the organisation and its members. It helps to foster a positive and productive work environment, which can improve morale and increase productivity. In addition, high impact leaders are often seen as role models and can inspire others to be their best selves and to achieve their full potential," explains Judith.

If you are interested in participating in the survey and discovering your influence factor, visit - <https://amplifyyourinfluence.scoreapp.com>

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READY TO AMPLIFY YOUR INFLUENCE?

We regularly help clients who are looking to amplify their influence and maximise the impact of their leadership skills. We tailor our support to each individual leader and their leadership style to help them increase their influence in the way most aligned with their personality and principles.

We are specialists in:

- Consultancy
- Training
- Coaching and Mentoring
- Facilitation
- Speaking

We can help you in achieving the impact and influence you want, and that is most suited to you. Reaching out to specialist leadership mentors and consultants to identify your leadership style and plan the culture and changes you want to create, can be a game-changing endeavour. We will help you in this.

Previous clients have been thrilled with the results they have seen.

"We had a 3 day Maverick Leadership Programme which was specifically tailored to our company and leadership team. We learned as a team and developed over those three days, we immediately implemented new ways of working from a tailored strategic plan we developed on the programme. Judith was direct to the key areas we needed to work on. Her depth of experience within industry and her professional skills meant we utilised every minute to work towards what we needed to change and develop."

Steve Yardley
Director, JGA Recruitment

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FURTHER READING

Inspired to learn more about this month's topic? For more thought leadership articles on how to support culture change at work, visit The Maverick Paradox Magazine: **Influence themed articles**

We have many **podcast episodes** on various aspects of influence as well. Whilst we can't share them all in this newsletter, here are some that we would like to highlight:

Building Relationships with the C suite with Gary Ross:

<https://themaverickparadox.com/relationships-with-the-c-suite/>

How to have impact through stories with Tom Jackobs

<https://themaverickparadox.com/how-to-have-impact-through-stories/>

All episodes of **The Maverick Paradox Podcast** can be found on Spotify, Apple Podcasts, Audible and wherever you listen to your favourite podcast.

Through **Maverick Paradox Media** we have addressed the theme of influence in a myriad of articles and podcasts. Unfortunately we are unable to address each one here - do browse the [magazine](#) or the podcast [episode list](#) to find out more.



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