

# 3 Cs of Influence

Leaders who want to influence the action must be able to persuade others to follow their lead. Fundamental to influence is your ability to set the right example, beginning with three key elements.

## Competence

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You must have the **talent and skills** to do your job as well as the ability to lead others.

## Credibility

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**Others believe** you have the talent and skills to do your job and the ability to lead.

## Confidence

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**You believe** in your own talents and others have confidence in you to lead the team.

