

DRIVING EXECUTIVE INFLUENCE

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DRIVING EXECUTIVE INFLUENCE

SESSION DESCRIPTION

Earning a seat at the executive table requires building relationships, adopting broad perspectives, improving critical thinking, and ultimately conveying observations, insights, and recommendations in an intentional and coordinated manner.

OBJECTIVES

- Identify critical business relationships and methods to engage and develop your network
- Understand and adopt disciplined approach to becoming “strategic”
- Expand skills to communicate with impact and drive executive influence

BEYOND THE RESUME

WORLD TRAVELER



new
perspectives

INTJ



disciplined
& curious

CHAMELEON



self-aware
& performer

WHY ARE WE HERE?

“I’m new to my job (or position) and I need to make a name for myself...”

“Conversations continue to occur without my involvement...”

“I have valuable insights to share, but...”

“Gosh, I would have never thought of that...”

“I said the same thing 3 weeks ago...”

TODAY'S APPROACH

WHO

identify critical business relationships and methods to engage and develop your network

WHAT

understand and adopt disciplined approach to becoming "strategic"

HOW

expand skills to communicate with impact and drive executive influence

WHO

Identify critical business relationships and methods to engage and develop your network



bring value

meet their needs
go the extra mile
make connections
deliver quality



build trust

keep commitments
value confidences
make intentions clear
respect position & expertise



be engaged

show interest
be present
keep in touch
acknowledge uniqueness

EVERY INTERACTION MATTERS

WHAT

“Strategy” is a discipline, one that requires practice, an appetite for change, a knack for problem solving, a gift for patience, and maybe most importantly and often overlooked – vulnerability.”

– JSK

strategy noun

Save Word

strategy | \ˈstrɑːtəˌdʒi\
 plural **strategies**

Definition of strategy

- 1 **a** (1) : the science and art of employing the political, economic, psychological, and military forces of a nation or group of nations to afford the maximum support to adopted policies in peace or war
 - (2) : the science and art of military command exercised to meet the enemy in combat under advantageous conditions
- b** : a variety of or instance of the use of strategy
- 2 **a** : a careful plan or method : a clever stratagem
 - b** : the art of devising or employing plans or stratagems toward a goal
- 3 : an adaptation or complex of adaptations (as of behavior, metabolism, or structure) that serves or appears to serve an important function in achieving evolutionary success

// foraging strategies of insects

FIGHT
SHORT-TERMISM

SEEK
EXPOSURE

CREATE
WHITE SPACE

INTERPRET
MEANING

FIGHT
SHORT-TERMISM

TASK SATURATION

DELAYED GRATIFICATION

SENSE OF URGENCY FOR
LONG-TERM INITIATIVES



SEEK
EXPOSURE

PERSPECTIVE

“CAPACITY FOR STRATEGY”

BREADTH VS. DEPTH



CREATE
WHITE SPACE

PRODUCTIVITY MEASUREMENT

PLANNING VS ACTION

REFLECTION

INTERPRET MEANING

IDENTIFY LINKAGES

INSPIRATION

CONTEXT IS KEY



HOW

We are wired to tell and hear stories.
Stories engage others by including more than just facts and can be retained with greater ease.

**Business stories are still stories –
make them meaningful to your audience**

- set the scene
- highlight obstacles
- describe the journey
- reach resolution

CONNECT TO THE BIGGER PICTURE

Is there a story beyond the story?



A single deliverable doesn't always meet the needs of all audiences

Use versions to guide different discussions
(i.e., educate, drive consensus, seek approval)

FACTS ARE FACTS

don't present different truths

NAVIGATING IN REAL TIME

RECOGNIZE SHIFTS

Is the shift relevant? Is it a rabbit-hole or is it meaningful? Does the new direction change the objective? Knowing the stakeholders is the best way to be prepared.

ADJUST DIRECTION

Keep the audience, context and goals in mind. Leverage others when needed. Propose a path forward. Maintain trust.

INFLUENCE TACTICS

RATIONAL PERSUASION

Use **logical arguments and factual evidence** to show that the **request is feasible and relevant**

CONSULTATION

Ask **the person to suggest improvements** or **help plan** a proposed activity or change

INSPIRATIONAL APPEALS

Appeal to the **person's values and ideals** or seek to **arouse the person's emotions**

COLLABORATION

Offer to **provide assistance or necessary resources** if the person will carry out a request or approve a proposed change

DRIVING EXECUTIVE INFLUENCE

WHO

Identify critical business relationships and methods to engage and develop your network

BRING VALUE

BUILD TRUST

BE ENGAGED

WHAT

Understand and adopt disciplined approach to becoming "strategic"

FIGHT SHORT-TERMISM

SEEK EXPOSURE

CREATE WHITE SPACE

INTERPRET MEANING

HOW

Expand skills to communicate with impact and drive executive influence

BECOME A STORYTELLER

CONNECT TO THE BIGGER PICTURE

NAVIGATE IN REAL TIME

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