



Olumuyiwa Akinrole Oludayo

# THE POWER OF INFLUENCE

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# MAXIMISING THE ZONES OF INFLUENCE

The challenges of the future can only be overcome by leveraging on complementary strengths and competences. We are uncertain about the specific issues that will be unfolding before us in the coming years. We are also left to wonder about the opportunities that will knock our doors. In all these uncertainties, we are certain that having a strong foundational support of people, who have developed their tenacity and capacity to be resilient in the confrontation of these uncertainties, we will be safe.

We all must get ourselves to be on the plough even though we may not possess the relevant know-how. However, with a solid relational base with men of skill, we can rule the world.



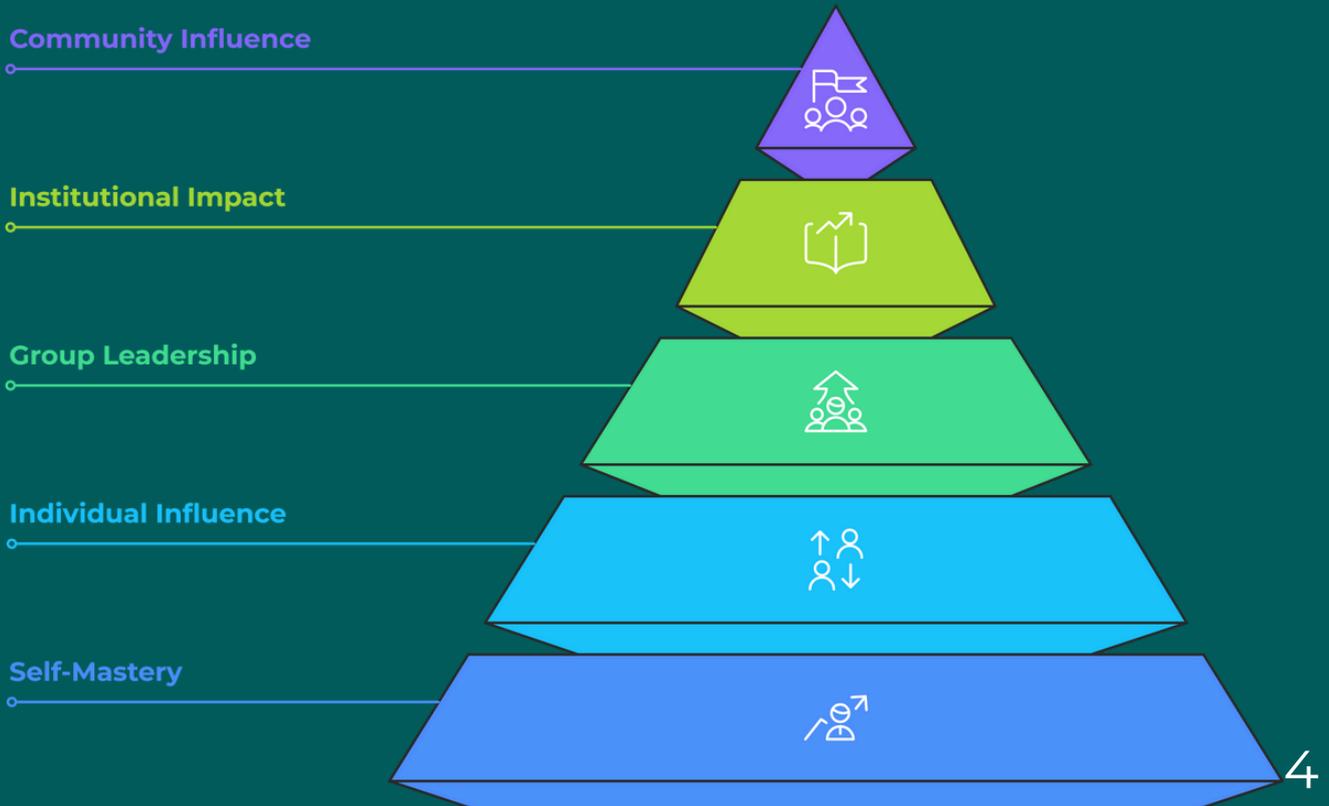
Influence is the capacity to enlist other people in the pursuit of a worthy cause in which they have an expectation of an end that brings satisfaction. Influence works on goals. Those who will influence others are always certain of the end in view. They are never in doubt as to their pursuits. In exploring the Zones of Influence, its important to identify the Domains of Influence as well as the Platforms of Influence.



# DOMAINS OF INFLUENCE

I advance that there are 5 domains of influence: Yourself, Other Individuals, Groups, Institutions, and Communities/Societies.

- **Domain of Self.** It is important to be able to get oneself to achieve a goal in spite of all odds. The man that cannot alter his ways to produce better results will not be able to get other people to excel in their weak areas. A man of influence is one who has conquered himself; he has overcome the strongholds that prevent him from achieving so much more in his life. Personal leadership is the foundation for increasing influence.
- **Other Individuals.** Getting work done through others and achieving results by the efforts of others is the hallmark of great influencers.
- **Groups.** Team leadership is hinged on the depth of discipline and a cultured nature of excellence. Knowing how to harness the multiple competences of others is vital for influence.
- **Institutions.** Men of excellence are men of reference and men of reference are always men of preference They can bring life to ailing institutions. They are turnaround leaders.
- **Community/Societies.** Men of integrity are always rewarded by posterity. Your influence inspires others to act and it becomes a valid element in shaping the culture of a people.



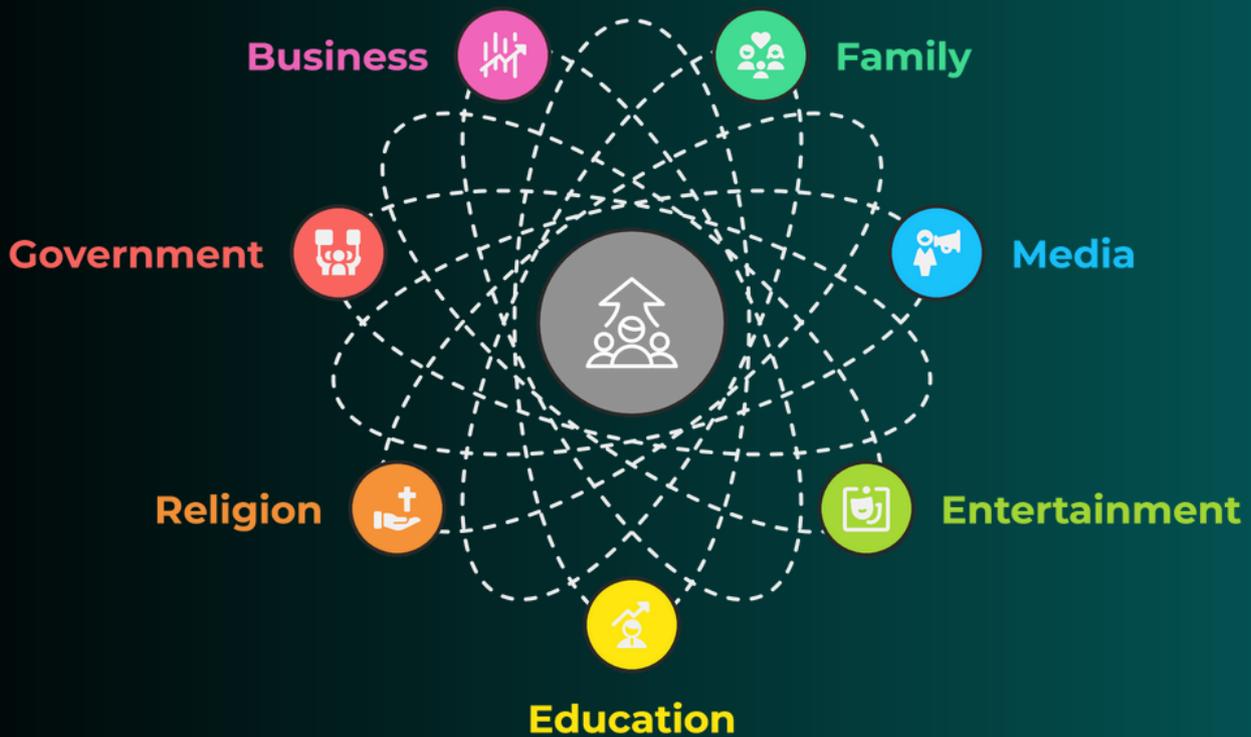
# PLATFORMS OF INFLUENCE

The platforms I advance here are inspired by the works and insights from Bill Bright, Loren Cunningham, Francis Schaeffer and Johnny Enlow.

- **Family:** The first centre of enlightenment and citadel of learning is the family. It is the focal point for language acquisition and value formation. It is the primary source of influence. The influence the family has on individuals is rewarded with an enhanced reputation coming from the efforts of members in their varied engagements.
- **Media:** Conditioning and Acculturation occurs through the media. We shape the opinions of others by the stories we tell them. A people are either properly guided or misdirected based on the information at their disposal. This force of influence must be captured to deliver content that are edifying and dignifying to humanity.
- **Entertainment:** The burdens men bear at work and outside work often times are relieved by entertainers. A relaxed mind can absorb any information and be vulnerable to any leading. The platform must be captured to inspire a culture of accountability and responsibility.
- **Education:** To educate demands that the learner is empowered with the skills and aptitude to improve lives and the environment. it enables people tap into their personal treasury of competences to deliver results. It is a process, a never ending journey in the pursuit of patterns of getting things done and raising better people.
- **Religion:** The people who believe in a supreme being far outweigh those who profess atheism. Many variants of this supernatural being have been presented to people in form of religions. The rites and practices of a number of these religions have debased humanity, led many to poverty and dehumanised noble people. Man is a higher self seeking being. He always seeks something beyond him all the time. This desire that oftentimes looks elusive leads people to lean on those who can guide them. They are led by traditions and customs that have become doctrines of worship. Religion always influence action.



- **Government:** These are institutions that men agreed to form in order to guide the conduct and affairs of the citizenry. The ability to get things done and direct the actions of men is what makes this platform powerful. The reins of government in the hands of men of little value will lead to a dying nation. Weak government institutions are the reasons for wastage and corruption.
- **Business:** This platform is the trigger for the prosperity of any people and any nation. Those who are in business are able to shaped the economies of nations. They are able to participate in the determination of the direction of a state. Those who are in business touch the fabric of the economic conscience of the people. They are the producers of the things that sustain the lives of men. They provoke greatness and faith in the people of a nation.



## Influential Platforms Shaping Society



If you find yourself in any of these zones, you can excel by making the most of the forces of influence inherent there. In these zones, you will find influencers such as Parents, Role Models, Mentors, Coaches and Sponsors. These indispensable influencers possess a significant amount of authority over those that subscribe to their leadership. You are either an influencer or a subscriber to an influencer. Whether consciously or unconsciously, we find our lives moving in the direction of the counsel we receive from these influencers. We also find other people following the advice we offer as influencers in guiding their own affairs.



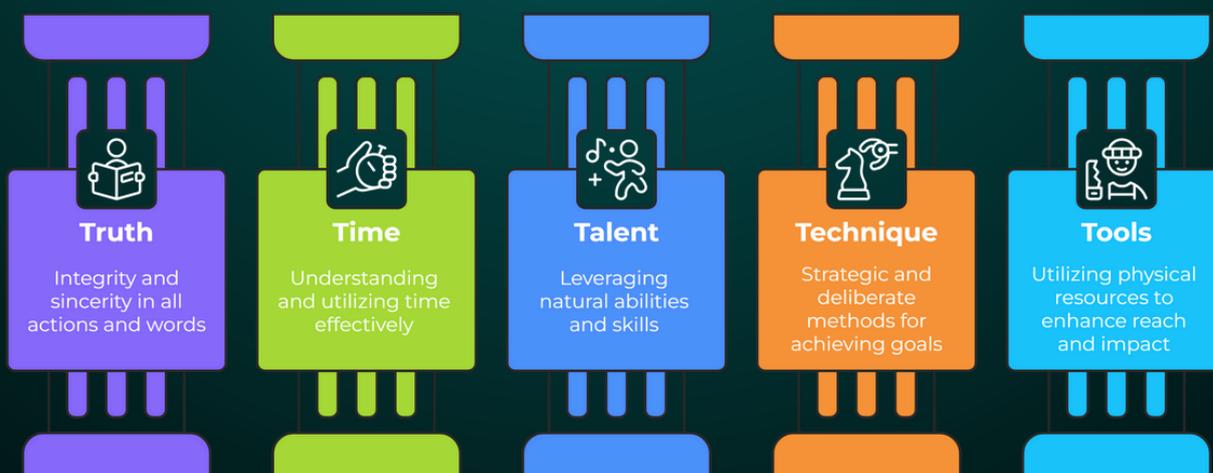
# INFALLIBLE RESOURCES FOR INFLUENCE

Influence is a product of engaging several combinations of things in order to generate a result that is desirable. The resources listed in this article are things that an individual has and can use to increase his influence. These resources work hand-in-hand and are not necessarily dependent on each other for producing results. I have tried to caption these resources beginning with the letter "T", so you can refer to them as the 5T Resource Elements for Influence.

- **Resource 1- TRUTH:** A man of influence must always engage the truth in all his dealings. He must be sincere and authentic. He must be a man of unwavering soundness of character. He must not be given absolutely to situational ethics and moral relativism. He must possess a set of schema that promotes human dignity and nobility. An indispensable influencer is a man of integrity. His words are as binding as a legal document. A person of influence is characterised by sincerity in deeds, dispositions and utterance. His words are in accord with his acts.
- **Resource 2- TIME:** One of the inputs required for influence is a proper understanding of the value of time with relation to the results we desire to achieve. One of the critical success factors in life is knowing what opportunities abound in the times in which we live in. The influential man sets goals relative to time frames. he knows how priortise his tasks, scheduling them for maximum delivery of expected outcomes. Life is measured by time. Whatever a man does in his life over a period of time is what we refer to as "in his life-time." Time measures the occurrence and continuity of actions, processes and conditions. Time becomes important as the events that occur within it form experiences that become antecedences fit for referral in future engagements.



- **Resource 3- TALENT:** The person of influence knows the place of natural endowments in perpetuating his significance. There are things that we do effortlessly and naturally that are key to influence. The man of influence shows simplicity and naturalness in the demonstration of his aptitude. The man of influence draws maximally on his potentials. He possesses special abilities that allows him to execute tasks effectively and efficiently. A man of influence also typifies an individual with multiple intelligences and competences. He is a resourceful person, knowing how to garner, harness and deploy other resources to achieve a goal.
- **Resource 4- TECHNIQUE:** Men of influence are deliberate in the way they conduct themselves and their activities. One major resource for influence is approach. People who possess increasing influence have a way of carrying out tasks. They work effectively (procedurally), and efficiently (optimising resources). They have systematic procedures that have been designed to get their tasks accomplished. Influential men use definite methods to achieve their goals. A man of influence is strategic, intentional and tactical. He uses formulae to achieve his tasks and perform his roles.
- **Resource 5- TOOLS:** Men of influence engage physical items to achieve their goals. They ensure that these items are not consumed in the process of achieving such goals. They engage platforms, devices, gadgets, apparatuses to extend their reach and replicate their works. People of influence always seek things that they can use in performing their tasks. Others may consider some of these tools luxury or ostentatious items but for them it is a necessary tool to achieve their goals. These tools are only a means to an end. Men of influence engage these instruments knowing fully well that you do not commend a process rather you commend the results. They are results driven and oriented hence they will use all that is within their reach to attain their desired heights.



If it takes you too long to get what you want, then your network is poor. Excelling in life is simply attainable by making the most of personal and corporate resources. One's personal resources are his C.A.S.K.E.T. (Credentials, Attributes, Skills, Knowledge, Experience, and Talent). They must be engaged alongside corporate resources (People, Technology, Materials, Finance, Identity, Vision and Information) for remarkable proofs that others will seek to imitate and emulate.



# THE 5 TARGETS OF INFLUENCE

Influence is measured by its capacity to have an effect on someone, people within groups, institutions or communities towards the attainment of predetermined goals. An influencer is a person with the power to be a compelling force to produce certain outcomes on the targets of his influence.

Targets of influence as discussed here are the outcomes an influencer expects to affect across the **5 domains of influence: self, other individuals, groups, institutions, and communities/societies**. These targets help the influencer to measure the effect of his engagement. It also allows him determine his rate of success in bringing about desirable outcomes that will ultimately lead to the attainment of a goal. The expected outcome of influencers are manifest in changes in Actions, Behaviour, Opinions, Vision and Experience.

**An influencer has the power to be a compelling force, capable of producing outcomes on the targets of his influence.**

1. **ACTION:** Every individual performs activities based on their will. However, these actions are influenced by people, situations and circumstances. Having identified parents, role models, mentors, coaches and sponsors as indispensable influencers, their effect on those within their zones of influence can change the things that people do. The purpose of influence is bring about change and this change find expression in the actions of people. It is not strange to find young people get involved in certain acts owing to the influence of their colleagues or someone in a position of authority. As an influencer, ask yourself always, how much of changes is my influence yielding peoples decisions and actions. This is the measuring stick for all your efforts.

**The purpose of influence is bring about change and this change find expression in the actions of people.**



**2. BEHAVIOUR:** It has been said by many people that it is not what happens to a man that matters most but how he responds to what has happened to him. The behavioural pattern of people, institutions and communities can be influenced. This will in turn alter their disposition to life's issues that confronts them daily. Every well meaning influencer seeks to affect the behaviour of those within his sphere of influence. A number of people need guidance in responding to events in their lives. Those who are positioned must note this as an objective in the relationships. Always seek to know if your counsel is becoming a law and your suggestion is turning to an instruction.

**Every influencer seeks to affect the behaviour of those within his sphere of influence.**

**3. OPINION:** The way people think determines whether they will sink or not. The viewpoint that people hold on issues is a defining factor for the happenings in their lives. The role of influencers in affecting the opinions of others finds expression when perspectives are shaped. The influencers ensure that seek to convince people by the postulation of their standpoint on matters of importance. A man has great influence on you when his words, deeds and resources has made an impression on you so much that you based your decisions and judgments on his sentiments.

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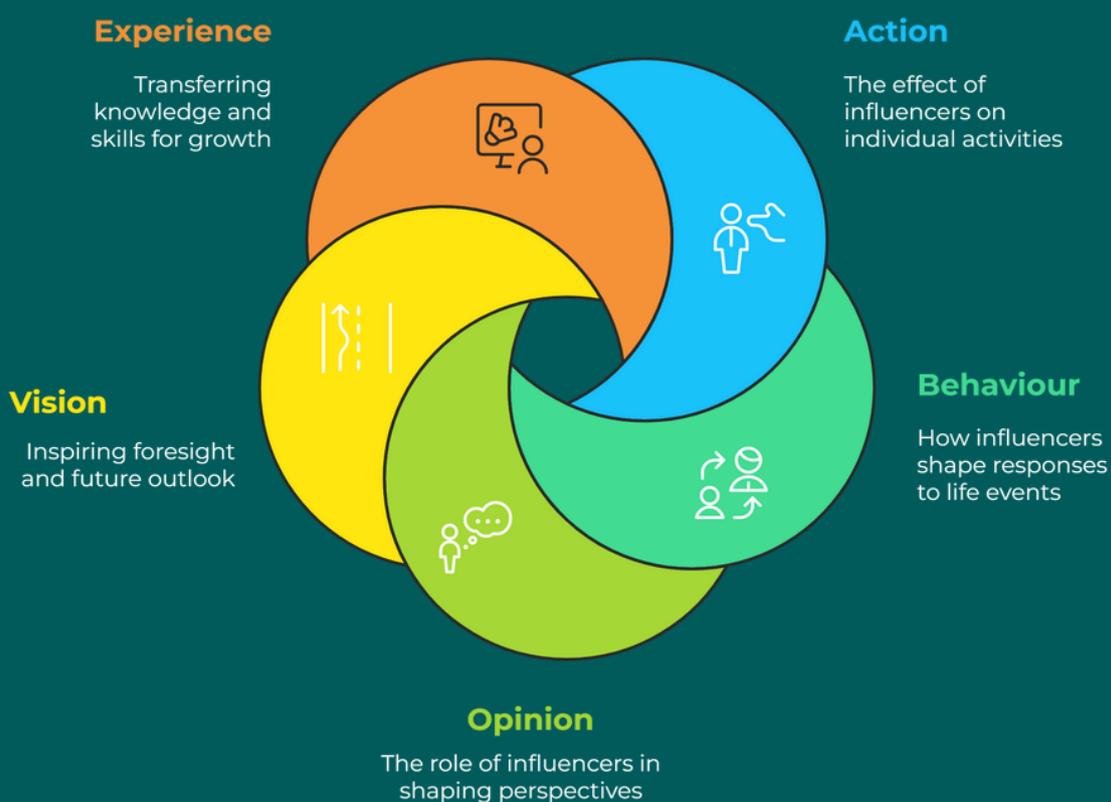
**4. VISION:** The power for creation lies in vision. The ability to see ahead from a present position lies in vision. It was Isaac Newton that said "If I have seen further than others, it is by standing upon the shoulders of giants." These giants are influencers, they are the ladders that elevate us to the point of creative visualisation. Many inventors and innovators have risen simply because of the people placed ahead of them as mentors and coaches. Many people did not even know what the future had in store for them until they met a role model and a sponsor. Influencers help to inspire foresight in the people they lead. They help them to discern opportunities for greatness, insight for exploits and perception for solutions. I always ask myself when I find people with whom we have shared connections for a while, "how has his expectations of the future changed?" This is what influence should accomplish.



# "If I have seen further than others, it is by standing upon the shoulders of giants." - Isaac Newton

**5. EXPERIENCE:** Those who excel do so with the right combination of knowledge and skills. The knowledge and skills required to excel in any career are gleaned from various sources, chief of which are from influencers who serve as mentors, role models, coaches and sponsors. What influencers give in their relationships are opportunities to learn practically what they have acquired theoretically or even experientially. They are keen on knowledge transfer through engagement. As an influencer, your target is to ensure that you work and walk with your contact to the point of maturity. He will need to draw on your multiple intelligences - social, financial, contextual, cultural etc. To arrive at this target, the influencer is under obligation to train, teach, share and impart based on the rich deposit he possesses.

Those who excel do so with the right combination of knowledge and skills.



# CONCLUSION

Purposeful relationships are essential for impactful lives. When the purpose of a relationship is unknown, the people involved are vulnerable to abuses of their human dignity. Every relationship must be intentional, deliberately crafted to achieve the goals of affecting actions, behaviours, opinions, vision and experience.





Olumuyiwa Akinrole Oludayo

## Profile for Dr. Olumuyiwa Akinrole Oludayo

Dr. Olumuyiwa Akinrole Oludayo is a transformative leader and consultant with a distinguished career across higher education, human resource management, and organisational development. His professional journey reflects an enduring commitment to influencing impactful change and advancing practices that drive growth and excellence at both individual and organisational levels.

With a strong foundation in academia, Dr. Oludayo has contributed extensively to higher education as a Member of Faculty for Human Resource Management, guiding the next generation of professionals and leaders. His roles as Dean of Students, Registrar, and Director of the African Leadership Development Centre have enabled him to influence institutional leadership and capacity-building across Africa, crafting learning environments that are centred on holistic development and resilience.

As a Research Fellow with the Chartered Institute of Personnel Management of Nigeria, Dr. Oludayo has made notable contributions to HR practice in Nigeria. His publications and development of frameworks have significantly shaped best practices within the industry, equipping HR professionals with contextually relevant strategies that address both contemporary and emerging challenges.

Organisations that engage Dr. Oludayo's consulting expertise benefit from a wealth of experience and a bespoke approach to people management. Through his work, he has supported a diverse range of organisations in optimising their talent strategies, enhancing leadership capacity, and creating resilient teams. His consulting work is marked by a commitment to solutions that are analytically robust and deeply aligned with an organisation's unique culture and objectives.

By partnering with Dr. Oludayo, organisations gain access to innovative approaches to talent development and organisational effectiveness. His strategic guidance encourages a culture of resilience, adaptability, and continuous improvement. His proven ability to integrate strategic insight with a people-centred approach makes him an invaluable asset for organisations striving for sustainable growth and a competitive edge.

In bridging the realms of academia, research, and practical consulting, Dr. Oludayo offers a holistic perspective that is both visionary and results-driven. His contributions go beyond enhancing performance; they cultivate lasting organisational value, enabling businesses to thrive through a stronger, more cohesive approach to human capital management.

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