



# Power Play: Game Changing Influence Strategies For Leaders

*Yamini Naidu*

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**Power Play: Game Changing Influence Strategies For Leaders** Yamini Naidu  
**Discover the secrets of influence, impact and transformational leadership**

*Power Play* is the powerful and practical 21<sup>st</sup> century guide to mega-impact and influence, providing business leaders with explosive influence strategies to move people into action and results. Influence, like gravity, pulls success into your orbit and gives you the power to make real changes in your relationships, your organisation and the world. This book explores the different types of power and you will learn when to coerce, when to collaborate and when to connect. You'll delve into areas of influence that you may not have considered, including the power of message, context, empathy, humour, positioning, love and more. This book identifies the strengths and weaknesses of each of these influence tools and offers practical tips so you can create a seismic shift in your influence while maintaining authenticity and integrity.

Influence is the key factor that allows you to build powerful relationships that facilitate more effective leadership. It can mean the difference between achieving results and falling short, keeping clients or losing them, winning that pitch or blowing it. This book shows you how to amplify your influence and turbo charge your impact in every area.

- Understand the different types of power
- Discover new tools of influence and the art of power play
- Explore influence strategies with impact and integrity
- Become a power player and deliver results

Influence is a science, and it's the key to your personal and professional success. *Power Play* helps you build a bottomless supply, and wield it with authenticity, compassion and integrity.

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