

# INFLUENCE

## WHAT IS INFLUENCE?

Influence is the power to affect, guide and shape the opinions and actions of others without making them feel pressured. It is a way to motivate your fellow showmen toward common goals. Hand-in-hand with sportsmanship in and out of the show ring, influence equips you to leave a legacy that will outlast you, extend your reach, provide you with new opportunities and help you become a better industry leader.

Throughout your show career, you'll come across people who will influence you both positively and negatively. It's important to keep in mind the main components that make up influence while being sure to keep in check things that stand in the way of being an influential person. Check out the following list of Do's and Don'ts of influential people.

## Do's and Don'ts of INFLUENCE

- ✓ **Be Trustworthy.** Trust is an extremely important piece of having strong personal character. When people trust you and feel that they are trusted by you, the more likely you are to have an impact in their lives and be looked up to as a role model in the livestock industry.
- ✗ **Compromise Your Morals.** When you lie, cheat, bend the show rules, break promises, neglect your chores and more, you prove that you can't be trusted and your influence as someone credible becomes insignificant. Always do what's right rather than compromising your principles.
- ✓ **Stand Up for Yourself.** Standing up for yourself and your ideas openly and honestly are common traits of influential people. When you do so in a positive, non-threatening way while respecting others' opinions, they respect yours in return.
- ✗ **Have Bad Manners.** You may not agree with other peoples' routines or way of doing things, but the manner in which you disagree says a lot about your character. And always remember, kindness and a simple please or thank you go a long way no matter the situation.
- ✓ **Be Reliable.** Over time, you can build a reputation of being responsible and reliable as you stick to commitments, follow through on promises, avoid making unreasonable promises, deal with any setbacks faced with your livestock projects, and much more.
- ✗ **Have a Bad Attitude.** A bad, cynical attitude will get you nowhere. It's easy to be negative when things don't go your way in the ring, or you don't feel like working with your animals. Keeping a good, positive attitude is your chance to see the silver lining of your hard work.
- ✓ **Work Hard.** When people notice you working hard and putting valuable effort into your livestock projects, they gain respect for you and your work ethic.
- ✗ **Think Less of Those Around You.** We've all had to start somewhere. It might be easy to look down on new showmen for not doing things correctly, but use it as an opportunity to teach them what you've learned throughout your show career about how much work goes into showing livestock animals.
- ✓ **Be Generous.** Go the extra mile to help a fellow showman. Share your knowledge, successes and even failures so that others can learn from you. You will find that doing so earns their respect and influences them to pay it forward as well. When you are generous, you become a better showman.
- ✗ **Be Selfish.** People don't look up to others who are dishonest, take all the credit, reap all the benefits or express an interest outside of themselves. How can you influence others when you concentrate only on yourself?



★  
PRINCIPLES TO LIVE & LEAD

BY WEAVER LEATHER LIVESTOCK



NOW  
IT'S YOUR  
TURN...  
ENTER to  
WIN!!!

### HOW HAVE YOU BEEN INFLUENTIAL?

Can you think of someone who has been an influence in your show career and what have you learned from him/her? How do you use that knowledge to influence others, or how can you be a better influence to your fellow showmen?

Join us at [facebook.com/thewinnersbrand](https://facebook.com/thewinnersbrand) or [thewinnersbrand.com](https://thewinnersbrand.com) and click on the link provided to share your influence experience! You will be entered in a random drawing for a Weaver Leather Livestock prize package and your story will be shared in the next issue of Showtimes Magazine!



### CONGRATULATIONS TO MADISON D...

...last issue's randomly selected winner of the Weaver Leather prize package! Read below to learn how she demonstrates DILIGENCE with her livestock projects. Thank you to everyone who entered!

"I demonstrate diligence with all my projects. As a showman, I have been blessed with the ability to show many different species, but with raising and showing different species I have learned that training each animal causes different emotions both good and bad. I practice diligence when I think ahead and willingly choose the actions that will benefit my projects. I demonstrate diligence when I always

do my best and strive for excellence in the ring and at home. I am diligent when I don't procrastinate with the things I don't want to do, but start my tasks promptly, working carefully and persistently until they are complete. When working with livestock I have used diligence to not procrastinate, step out of my comfort zone, and not be too distracted to spend time working with my projects. Raising projects through 4-H has added many positive things in my life: like friends, family bonding, responsibility, diligence, and reason or inspiration."



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