

# BOOK CLUB GUIDE

## MAXIMIZE INFLUENCE

HOW TO BE THE INFLUENCER  
NOT THE INFLUENCED

INFLUENCED



INFLUENCER

CHASE KREGER

# CHAPTER ONE

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1. (Unlearn Narcissism) Start your book club by introducing yourself and sharing a defining moment of when you realized that not focusing on yourself (but instead focusing on helping others) was a good thing.
2. (Unlearn Consumption) Are you more of a victim of your consumption or are you using it to create?
3. (Learn Freedom) What did you take from the baboon story? What do you need to get freedom from in order to get freedom to?
4. (Learn Distribution) Are you ever fearful of looking or sounding stupid? Which of those truths (page 20) resonated most with you?

# CHAPTER TWO

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1. (Unlearn Firefighting) In what ways could you start investing more time in Quadrant 2? What do you need to move from the should to the must category (pg 29).
2. (Unlearn Excuses) Have you ever told yourself a story similar to the one Chase references? Did it ever come to pass (pg 31)?
3. (Unlearn Drifting) Which of the time wasting data points resonated with you most (pg 34)? Where do you waste time?
4. (Learn Priorities) What did you take from the story about Eastern Airlines Flight 401? Do you agree with Chase in the saying "if you lose an hour or lose your life, isn't there only a difference in degree?"
5. (Learn to Invest Your Time) Which of the following would help you the most: Removing Tasks, Automating Tasks, or Delegating Tasks? Why?

# CHAPTER THREE

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1. (Unlearn Distractions) Today, the cell phone seems to be a primary distraction for people and they forget to focus on the people they love. What could you start to do differently to make the people you love feel like you are focused on them?
2. (Unlearn Isolation) What are your thoughts on the fact that isolation is worse for your health than smoking or alcohol? Who is a part of your inner circle and how do you show appreciation for them?
3. (Learn Engagement) Did you know that engagement was such a key driver of profitability in organizations? In what ways could you create more engagement with the people you care about (both personally and professionally)?
4. (Learn Loyalty) Who placed a "bet" on you when you were just getting started? Do you believe that with loyalty, you get what you give? Why or why not?

# CHAPTER FOUR

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1. (Unlearn Sociotropy) In what ways does people-pleasing impact how you interact with people? What are your thoughts on this phrase: Your life will continue to improve when you remember that you can't and shouldn't try to please everyone?
2. (Unlearn Talking) What is your question to comment ratio? Like Al Sullivan, do you do a good job of asking questions and listening to their answers? Why or why not?
3. (Learn Clarity) What were your thoughts on the Tapper/Listener exercise? In what ways could you apply the Say-Do-Say technique in your life?
4. (Learn Self-Discovery) Do you have anyone like Brian that helped you self-discover where you could improve? Describe the situation to the group. Have you ever been that person for someone else? If not, why not? If so, what questions did you ask to create the self-discovery?

# CHAPTER FIVE

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1. (Unlearn Metrics) Have you ever been a part of a work team where you felt like it was a family? If not, have you ever had a leader like Chris that made sure that his people were supported and felt secure? Describe your experience.
2. (Unlearn Convenience) Have you ever thought about how your environment impacts your behavior? Which of the digital environment design techniques (pg 104) would be most helpful for you?
3. (Learn Values) What do you want to be known for? What are you known for now? How can you bridge the gap between the two?
4. (Learn Uniqueness) Like Lambert's was for Chase, what is the most memorable (positive) service experience you've ever had? What could you do differently to create a unique (and memorable) experience for the people you serve?

# CHAPTER SIX

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1. (Unlearn Procurment) Have you ever had any "Travel Agents" in your life try to give you advice? What was that like? On the other hand, who are the mentors that gave you great advice and spoke into your life from a place of credibility and experience?
2. (Unlearn Nonsense) What were your thoughts on the Alice in Wonderland CIA Technique? Have you ever thought about how uncertainty drives stress and anxiety in your life? Can you give an example of where the unknown has made you feel anxious?
3. (Unlearn Acceptance) What are your thoughts on Chase's debunking of the "to each his own" idiom? How could you apply the Regret Minimization Mental Model in your personal life? In your professional life?
4. (Learn to Learn) Clearly, if you are in a book club, you understand the value of reading books... Have you formed the habit of writing? If not, why not? If so, what benefits has it provide for your retention?

# CHAPTER SEVEN

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1. (Unlearn Servant Leadership) What are your thoughts on the idea that Jesus of Nazareth said he didn't come to be served, but to serve? In your experience, have the most influential leaders displayed a servant type of approach? Explain.
2. (Unlearn Limitations) Do you have any heroes like Ryan or Susan in your life? When was the last time you told them how inspiring they are? Who is the most inspiring person you've been blessed to know? Describe this person.
3. (Learn to Make Them Miss You) Who will miss you when you're gone? Why will they miss you? What will they miss most? In the workplace, who will miss you the most? Why will they miss you at work?
4. (Learn Well Done Good & Faithful) By what metric will your life be judged? How can you live every day so that in the end, your life will be judged a success?