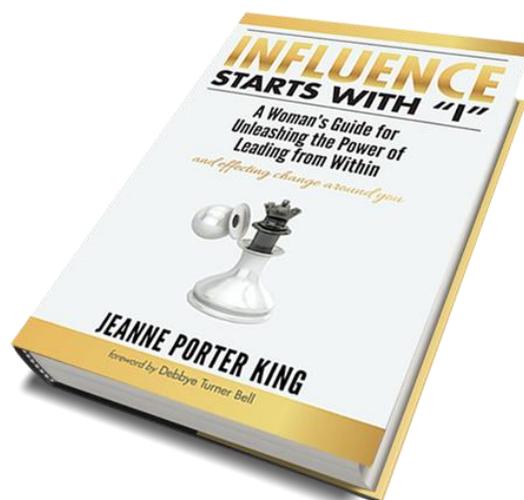


Dr. Jeanne Porter King Releases Powerful new Book “Influence Starts With ‘I’”

New book “Influence Starts with ‘I’: A Woman’s Guide for Unleashing the Power of Leading from Within and Effecting Change Around You” continues the author’s work to develop women leaders.

March 14, 2019

There is no argument among experts that the ability to influence others in the workplace is a route to becoming more powerful. For the existing or emerging woman leader, perfecting her ability to influence can be life-changing both at work and beyond. Author, Motivational Speaker and leading Women’s Leadership Coach Dr. Jeanne Porter King is making a remarkable contribution to help in this area with the release of her new book, [“Influence Starts with ‘I’: A Woman’s Guide for Unleashing the Power of Leading from Within and Effecting Change Around You”](#). “Influence Starts With: ‘I’” lays out the blueprint for a woman on how to work on developing the internal qualities that will allow her to then more easily influence the workspace and world around her.



“In this book, I provide you with reflective exercises and questions that help you to readily apply what you’ve learned and build your plan for growth,” commented Dr. Porter King. “If you are an existing or emerging woman leader, you need to carve out the space and time to do the inner work on your leadership. Whether you work in a corporate setting or a nonprofit organization, you have what it takes to lead from within and influence positive change around you.”

Some highlights of the new book include teaching women how to more easily identify their leadership purpose, how to master the strategies behind the effective use of power, what it takes to develop a leadership mindset, the secrets to getting beyond gender-based barriers, the importance of and how to build a leadership support system, and much more.

The early feedback and reviews for “Influence Starts with ‘I’: A Woman’s Guide for Unleashing the Power of Leading from Within and Effecting Change Around You” have been passionate.



Jeanne Porter King

Inspiring The Leader Within

Laura Stack, Founder & CEO, Leadership USA, Inc., recently said in a five-star review, *“Jeanne Porter King shows women leaders how to lead from within to make a positive impact on others, so they can shape positive changes and gain commitment. I highly recommend Jeanne's book to anyone who wants to learn how to amass the interpersonal and social capital needed to achieve success. Take this book on a personal retreat and carve out the time to do the inner work on your leadership!”*

The new book can be ordered on Amazon.com [here](#).

For more information about Dr. Jeanne Porter King or Influence Starts with “I” please visit, <https://jeanneporterking.com/influencebook/>

For press and publicity inquiries, please contact Kelsey or Marina at, info@imarketingpr.com or 630-358-9051.

About Jeanne Porter King

Jeanne Porter King is an author, consultant, and inspirational speaker who specializes in developing women leaders. The founder and president of TransPorter Group Inc., Jeanne has trained, coached, and mentored leaders in the corporate, community, and faith-based organizations. Through TransPorter she provides tools and resources to move people and systems to higher levels of effectiveness.

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Jeanne Porter King

Inspiring The Leader Within

Media Questions

1. *Influence Starts with “I”*: A Woman’s Guide for Unleashing the Power of Leading From Within and Effecting Change Around You. What an interesting title. What’s at the heart of this book?

Yes, *Influence Starts with “I”* is more than a spelling lesson, it’s a leadership lesson for women. This is a wonderful time to be a woman in leadership. And it’s a wonderful time to embrace, own and use the power that comes with our leadership. The essence of that power is influence as a process to lead and also as social capital that one gains in leading well. Influence, in my opinion, is the most critical leadership competency in terms of leadership development for it undergirds almost every other leadership skill.

2. So how do you define influence?

Influence is possessing the ability to make a positive impact on others, being mindful of one’s interconnection with other. Over the years I’ve come to define influence as the power to effect change or gain commitment in people, teams, or organizations for the good of all. In today’s heavily matrixed, fast-paced, multinational workplace, we work with people with whom we don’t have direct authority to direct their activities or decisions. Our workplaces are places where we must garner mutual influence to be effective. But influence is bigger than just the workplace. Influence is the positive use of power to shape ideas, mindsets, and behavior of people and to better organizations, institutions, and communities. Influence is a “power-with” instead of a “power-over” others, and in this day and age of hyper “bullyism,” this approach to leadership is essential to our ongoing well-being as humans connected together.

3. Why did you write this book? Why another book on women’s leadership now?

Now is just the right time for not just another book on women’s leadership but many more books are on the horizon for women leaders. We, as women leaders are here to stay. And we are influencing the very structures that once kept us out. In the US for instance, we saw the tidal wave of women elected to office during this past midterm election. Across the world, we see more women advancing to the most senior levels of leadership, and slowly but surely, even the stained-glass ceiling in religious communities are cracking. There are many valuable and important resources available for women. But frankly, I wrote this book because I know first-hand as a woman of color, women leaders, no matter how senior or experienced, are affected by the embedded threats of racism and sexism, and no matter how strong we are individually, these issues threaten to break us down. While leaders and activists rightfully continue to address the structural and systemic issues facing women, we still need resources that help us build the inner side of our leadership.

And *Influence Starts with “I”* aims to do just that!



Jeanne Porter King

Inspiring The Leader Within

4. What do you want women to get out of reading this book?

First and foremost, I want women to carve out some serious time to read, reflect, plan and strategize. This book has end-of-chapter exercises to help women reflect, act upon and discuss the lessons. As women leaders we are so busy proving that we can take charge while taking care of business and others, we don't often take time to take care of ourselves. And that can be draining. We all need time to recharge and rebuild, no matter what stage of leadership. But also, I want women to tap into and bring forth their authentic confident selves, if they haven't already done so, and develop the skills and strategies to lead from that place. Finally, I want to start a community of women influencers who influence for the greater good. There are opportunities to influence for good all around us, and we must develop an influence mindset to recognize and grasp those opportunities to influence for good.

5. The cover of your book is intriguing. What message were you conveying?

As I wrote in *Influence Starts with I*: It struck me as interesting that the most powerful piece on the chess board is the queen. Chess players can move the queen in any direction: forward, backward, horizontally, or diagonally. The queen also has the largest value of all the other pieces. (Of course, players will be quick to remind me that technically the king has the most value, because if this piece is captured, the game is over.)

The pawn on the other hand is the least powerful piece. For me the queen and the pawn are marvelous images of women's leadership for too many women. In our organizations and institutions, sometimes we've felt more like pawns grinding to get the work done with little advancement to show for it, when in actuality there is a powerful queen within us, ready to advance and move. Yes, as women, we already know we must own our power. The key these days is being able to use it wisely—not underplaying or overplaying it! And *Influence Starts with I* aims to show women how to use our power strategically for your own influence and for the greater good.

6. How can people get in touch with you?

I invite everyone to connect with me so we can keep this influence conversation going. For years I generated a great deal of conversation on social media about women's leadership and influence because of my consulting and training with corporate clients. Now, along with this book, I will be offering a series of Influence workshops throughout the US to give me an opportunity to take the professional development and learning experiences to a larger audience to connect with and develop more women. Readers can stay in touch with me by visiting my website. I am also active on social media. They can follow me on Twitter at @JeannePKing, on Linked In at Jeanne Porter King, my author Facebook page is Jeanne Porter King-Author and over on Instagram I can be found at JeannePorterKing.



Jeanne Porter King

Inspiring The Leader Within

Chapter Excerpt

We've come a long way. Today, far more women are in leadership roles at significantly higher levels. The intention of this book is to go beyond those early lessons and share the strategies learned by women across the globe so you can successfully use the principles of influence to make a difference wherever you lead. However, at this stage of women's leadership, we can no longer afford to provide models that suggest women merely need to adopt the styles of men to be successful or that we are inherently deficient in our leadership approaches. Effective organizational leadership demands evolution.

For too long, we have listened to experts give us strategies on how to dress for success (which in my early career entailed shoulder-padded, boxy, shapeless suits and floppy bowties, as if we were attempting to be "mini-men"). We have been told to think like a man, interrupt like a man, and compete for the corner office like a man. This advice continues to valorize male models over female models of leadership. And worse—it stereotypes all men into a mold that is unattainable and limiting. Ironically, more research corroborates the value women bring to the workplace, including the bottom line.¹ Once known as "soft skills," and primarily associated with women, collaboration, communication, cultural competence, and influence are now the "hot skills" for success in today's highly matrixed, global work environment—for both men and women.

And let's be honest: organizational leaders must continue to address structures and systems that overlook, over talk, over explain things to, and ultimately, pass over women. More and more, the most effective organizations develop inclusive leadership practices that address gender biases (whether conscious or unconscious). Leaders in these organizations understand it is not enough to use more advanced theories of organizations but that they have to cultivate a workplace culture in which diverse styles of leading are valued and includes the wide-ranging styles of women.

Organizations are changing and broadening their talent pools to acquire and advance more women into leadership. Let's face it: women, we are changing the very nature of work. And together we can continue to influence our organizations for the better. In order to influence around us, now is the time for emerging and existing women leaders to do the inside work that will help us influence with authenticity. The work of influence starts inside of each of us and emanates out into our interactions.

The "I" that Influences

Having the ability to make a positive impact on others is really at the heart of what it means to influence. Influence is a verb and a noun. In other words, influence is something you do and something you possess. Influence is action that you take to make impact on others and the organization or community in which you work, live, or serve. It is also the interpersonal and social capital you amass with others that enables you to affect people and environments.



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True influence starts from within—knowing the “I” within— your authentic self, sometimes referred to as the “true self,” or your God-given selfhood. Parker Palmer describes Rosa Parks, a true influencer, in terms that helps us understand authentic self. “The universal element in her story is not the substance of her fight but the selfhood in which she stood while she fought—for each of us holds the challenge and the promise of naming and claiming true self.”² Mrs. Parks influenced from a place of internal power and leading from within.

Influence then starts with growing in self-awareness of your purpose, identity, skills, behaviors, and perceptions of your environment. Influence entails leading from an inner place of conviction about your purpose and your belief about the potential of the people around you to effect change for the greater good, as well as knowing who you are, your strengths, your preferences, your values, and your beliefs. Influence encompasses each of us as leaders (or aspiring leaders) understanding our own cultural identity and the impact of how each of us has been socialized, developed, and formed and how that “I” impacts others and even sees others.

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The Personal Side of Leadership

When I step back and look at my journey in developing women leaders, I am still struck by and thankful for the people who invested in me to help me influence others. While many programs and books address the skill-building side of influence, rarely is there one that addresses the personal side of leadership, particularly for women. Here’s why it’s important:

Women leaders, no matter how senior or experienced, are affected by the embedded threats of racism and sexism, and no matter how strong we are individually, these issues threaten to break us down. While leaders and activists rightfully continue to address the structural and systemic issues facing women, we still need resources that help us build the inner side of our leadership. And having served in leadership in the corporate arena, the academy, and the church, as well as having trained or coached women in those same institutions and others, I can attest that it is helpful to carve out time and space and do the inner work on our leadership, so that we can influence for greater change on behalf of all.

So I write this book with you, the woman leader, in mind— whether you are emerging into leadership or already an existing leader. *Influence Starts with “I”* provides a roadmap for you to build the personal side of leadership that will enable you to gain commitment and effect change for the greater good.

Make a commitment to yourself. Take a personal retreat. Carve out quiet time. Create a buffer from the noise of the day and work on the “I” of your influence. Invite some fellow women leaders to read this book with you. After you’ve done your journaling and personal work, get with trusted friends to



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discuss your shared insights. You'll find, as I did many years ago, that when we create that safe space to talk and share, something magical happens.

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Jeanne Porter King

Inspiring The Leader Within

About the Book

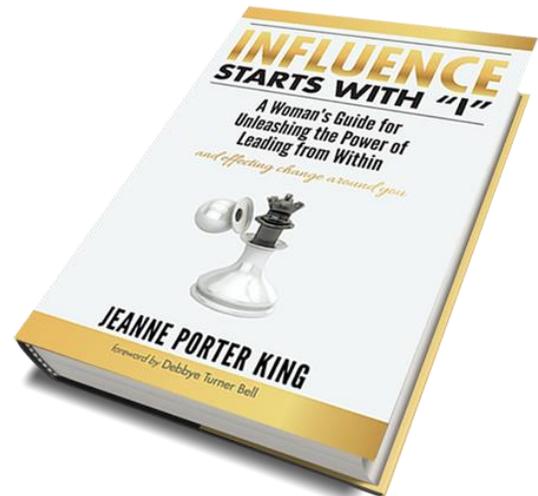
Influence is power.

What do you need to lead well in today's competitive work environment? If you think it's a coercive, "power over" style of leadership, think again. *Influence Starts with "I": A Woman's Guide for Unleashing the Power of Leading from Within and Effecting Change Around You* outlines how to be a more effective leader by tapping into the authentic 'I' within you to cultivate "power with" others and effect change around you.

Influence skills are important ingredients to effective leadership in today's complex organizations and institutions. In this book, I provide you with a guide for developing the personal side of your leadership. My latest book will help you to

- Identify your leadership purpose
- Develop an influence mindset
- Use your power strategically
- Negotiate gender barriers
- Build your support system, and more

In this book, I provide you with reflective exercises and questions that help you to readily apply what you've learned and build your plan for growth. If you are an existing or emerging woman leader, you need to carve out the space and time to do the inner work on your leadership. Whether you work in a corporate setting or a nonprofit organization, you have what it takes to lead from within and influence positive change around you.



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Endorsements

“Dr. Jeanne Porter King leverages her deep knowledge of business processes and effective leadership to guide the reader through understanding the power of influence and providing a path to achieve it.”

- CONNIE LINDSEY, Executive Vice President, Northern Trust

“Jeanne Porter King shows women leaders how to lead from within to make a positive impact on others, so they can shape positive changes and gain commitment. I highly recommend Jeanne’s book to anyone who wants to learn how to amass the interpersonal and social capital needed to achieve success. Take this book on a personal retreat and carve out the time to do the inner work on your leadership!”

- LAURA STACK, Founder & CEO, Leadership USA, INC.

“Influence Starts with ‘I’ is part manifesto, part inspiration, part instruction manual, and part masterclass. For women (and men who want to understand and support women) who want to realize the full potential of their true purpose and talents, this book is required reading.”

- DR. DEBBYE TURNER BELL, CEO and Founder Debbye Turner Bell Consulting, Miss America 1990