

# Its all about you...




You're in the middle

**NATIONAAL  
CX EVENT  
2025**

**Influencing change from any  
position in the organisation**





AUTHORITY

CREDIBILITY

REACH

INFLUENCE

# POSITIONAL AUTHORITY



**Mark Horsley**  
**CEO**  
**Northern Gas Networks**





# **BORROWED AUTHORITY**







# EARNED AUTHORITY

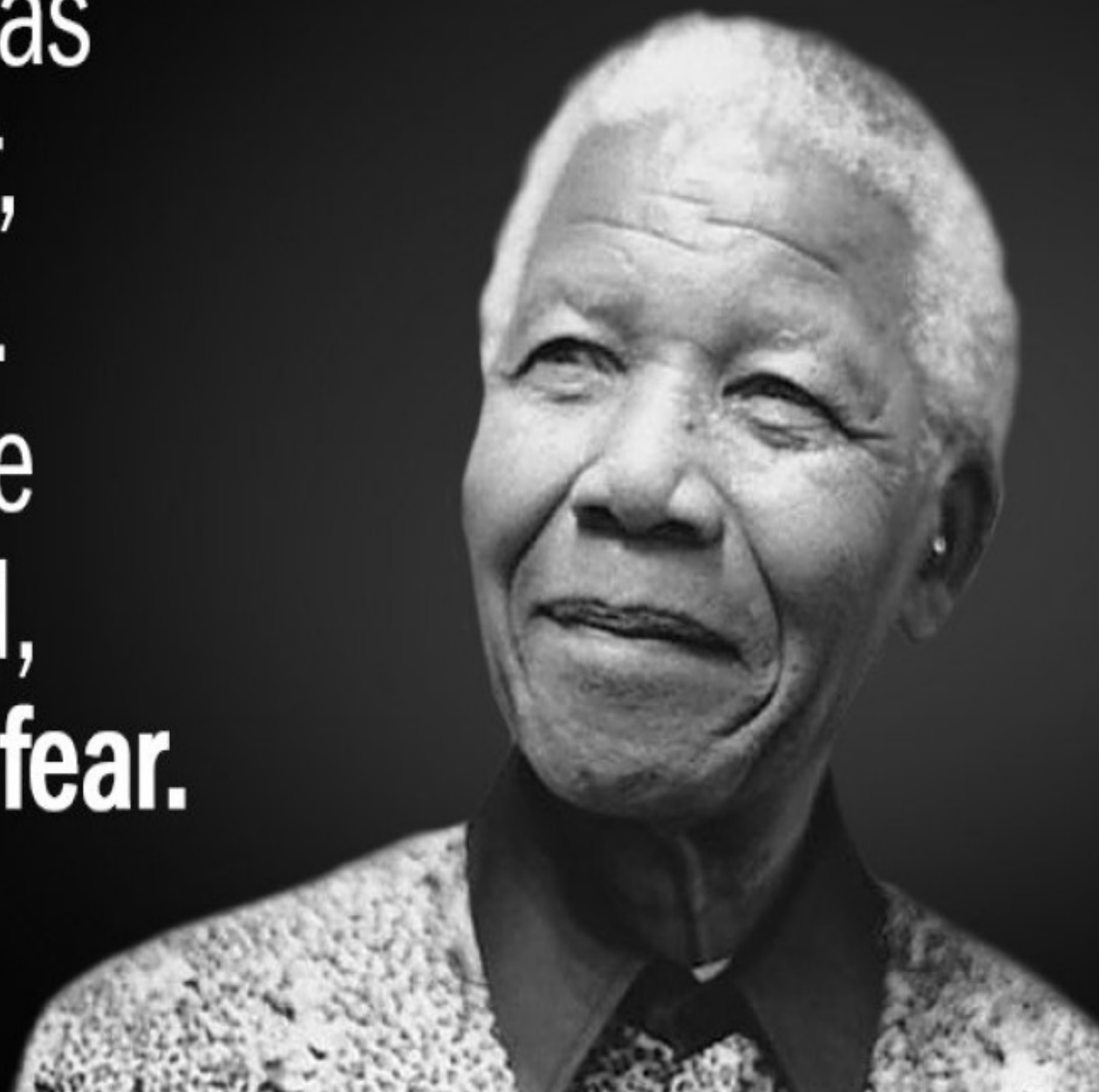






I learned that **courage** was  
not the absence of fear,  
but the **triumph** over it.  
The **brave** man is not he  
who does not feel afraid,  
but he who **conquers that fear**.

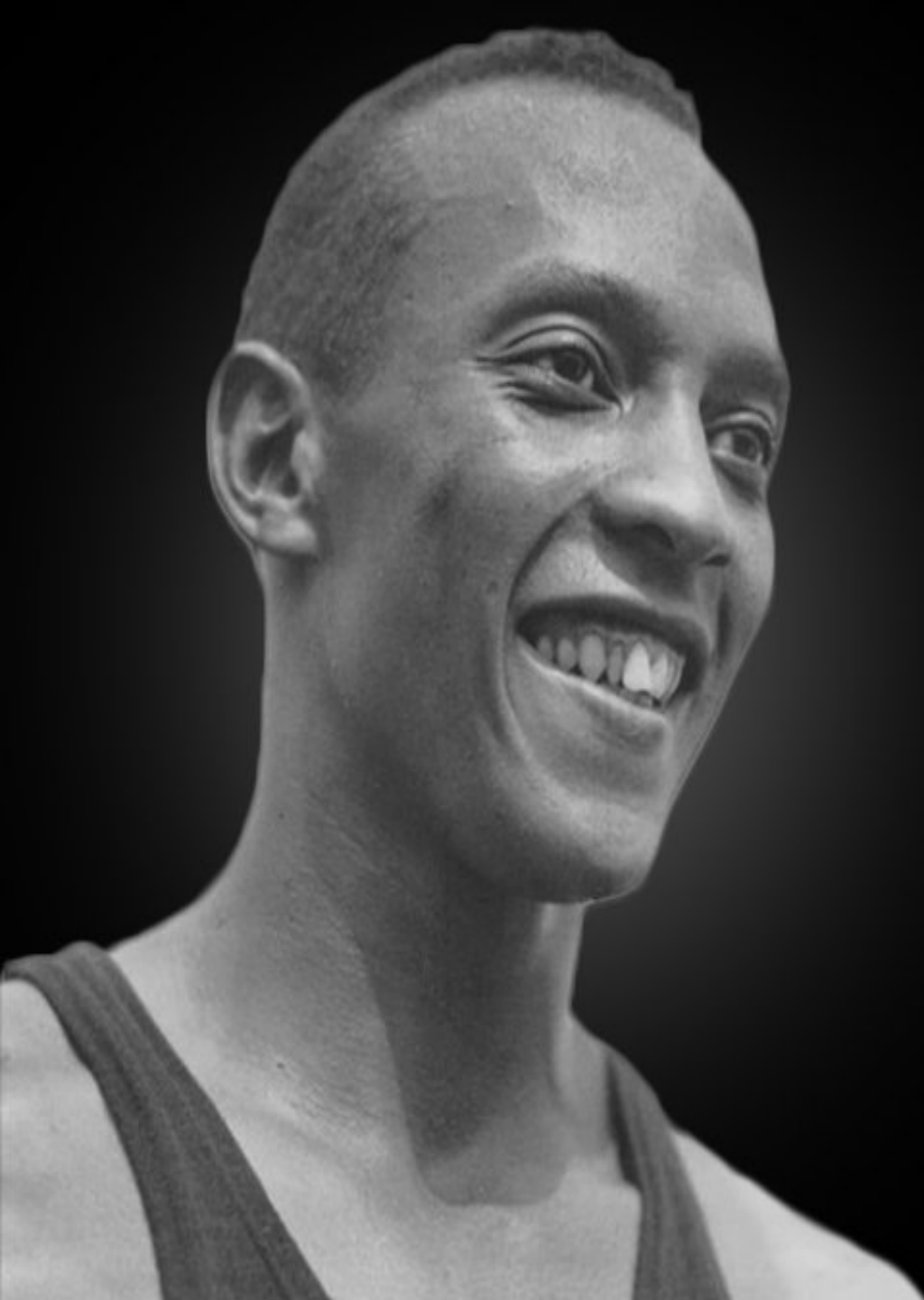
– *Nelson Mandela*



***THERE IS NO MAGIC TO  
ACHIEVEMENT. IT'S REALLY  
ABOUT HARD WORK,  
CHOICES, AND PERSISTENCE***

***MICHELLE OBAMA***





**We all have dreams.**  
But in order to make dreams  
come into reality, it takes  
an awful lot of determination,  
dedication, self-discipline,  
and effort.

— *Jesse Owens*

# Thank You

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