

Use Six Sources of
Influence

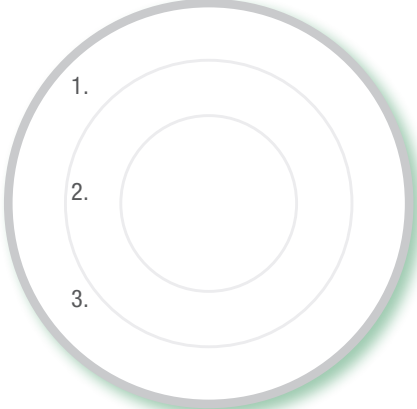
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Influencer Model™

Find **Vital Behaviors**

1.
2.
3.

Clarify Measurable
Results



Use Six Sources of Influence

	Motivation	Ability
Personal	<ol style="list-style-type: none"> Consciously Connect to Values <ul style="list-style-type: none"> Allow Self-Discovery Create Personal Experiences Create Vicarious Experiences End with an Invitation 	<ol style="list-style-type: none"> Demand Deliberate Practice <ul style="list-style-type: none"> Practice Break the skill into small parts Get feedback from a coach Prepare for setbacks
Social	<ol style="list-style-type: none"> Pave the Way. Enlist the Power of Those Who Motivate 	<ol style="list-style-type: none"> Seek the Support of Those Who Enable
Structural	<ol style="list-style-type: none"> Use Rewards Third and in Moderation. Link Rewards to Vital Behaviors. Use Rewards That Reward. 	<ol style="list-style-type: none"> Use the Power of Space Use the Power of Data and Cues Use the Power of Tools

Influencer Model™

Find Vital Behaviors

- Insist on *Vital* Behaviors
- Identify Crucial Moments
- Study Positive Deviance

Clarify Measurable Results

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- Specific and Measurable
 - What You Really Want
 - Time Bound

