Influencer Model™

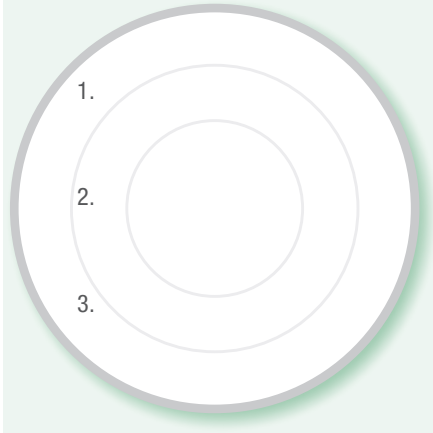## Use Six Sources of **Influence**

1.	2.
•	•
•	•
•	•
•	•
1.	1.
2.	
1.	1.
2.	2.
3.	3.

Find **Vital Behaviors**

1.

2.

3.

← analyze

→ execute

Clarify Measurable **Results**

1.

2.

3.

← analyze

→ execute

Use Six Sources of **Influence**

Influencer Model™

	Motivation	Ability
Personal	1. Consciously Connect to Values • Allow Self-Discovery • Create Personal Experiences • Create Vicarious Experiences • End with an Invitation	2. Demand Deliberate Practice • Practice • Break the skill into small parts • Get feedback from a coach • Prepare for setbacks
Social	1. Pave the Way. 2. Enlist the Power of Those Who Motivate	1. Seek the Support of Those Who Enable
Structural	1. Use Rewards Third and in Moderation. 2. Link Rewards to Vital Behaviors. 3. Use Rewards That Reward.	1. Use the Power of Space 2. Use the Power of Data and Cues 3. Use the Power of Tools

Find **Vital Behaviors**

1. Insist on *Vital* Behaviors

2. Identify Crucial Moments

3. Study Positive Deviance

← analyze

execute →

Clarify Measurable **Results**

1. Specific and Measurable

2. What You Really Want

3. Time Bound

← analyze

execute →