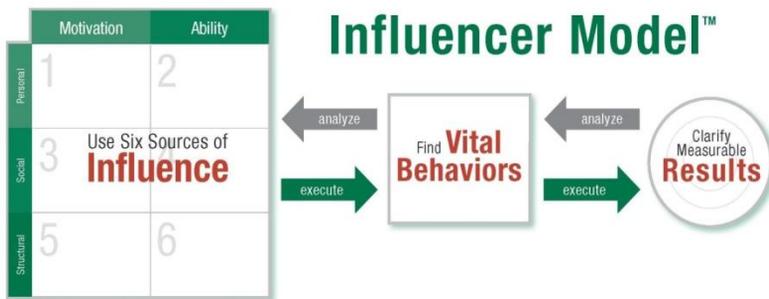


Influencer: The Power to Change Anything



Influencer Challenge: Topic, where changing resistive human behavior is required? _____

What do you *really* want? (outcomes or *major* behaviors) _____

Specific & Measurable (possible metrics & baseline data) _____

Clear Measurable Results: What you *really* want; specific & measurable; time bound.

Crucial Moments: Those *moments in time* when your actions are most likely to have the greatest impact on your results. Consider times when you can prevent problems entirely, avoid escalating the temptation to make the wrong choice, get back on track after setbacks; or when it's simply most crucial for a Vital Behavior.

- _____
- _____
- _____
- _____

Vital Behaviors: Brainstorm *behaviors* (recognizable, replicable, actionable) that most help you achieve your results - by preventing, resolving, minimizing or recovering from the problems, particularly at Crucial Moments. Select 2-3 Vital Behaviors. Be clear on *whose* behavior you want to change.

- _____
- _____
- _____
- _____
- _____
- _____

Influencer: The Power to Change Anything

Six Source Influence Strategy

1. Personal Motivation (the person)
Make the Undesirable Desirable

2. Personal Ability (the person)
Surpass Your Limits

3. Social Motivation (others)
Harness Peer Pressure

4. Social Ability (others)
Find Strength in Numbers

5. Structural Motivation (things)
Rewards and Accountability

6. Structural Ability (things)
Change the Environment