

Use Six Sources of  
**Influence**

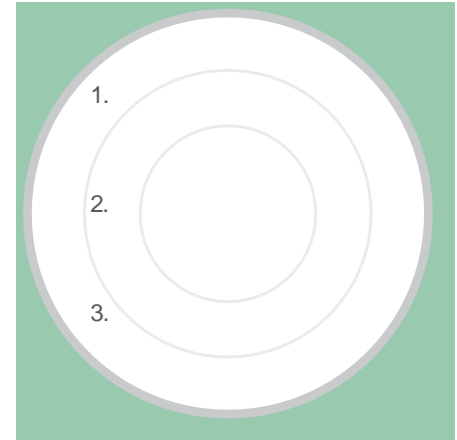
	1. • • • •	2. • • • •
	1.  2.	1.
	1.  2.  3.	1.  2.  3.

# Influencer Model™

Find **Vital Behaviors**

1.
2.
3.

Clarify Measurable  
**Results**



← analyze

→ execute

← execute

→ analyze

Use Six Sources of  
**Influence**

	Motivation	Ability
Personal	1. Consciously Connect to Values <ul style="list-style-type: none"> <li>• Allow Self-Discovery</li> <li>• Create Personal Experiences</li> <li>• Create Vicarious Experiences</li> <li>• End with an Invitation</li> </ul>	2. Demand Deliberate Practice <ul style="list-style-type: none"> <li>• Practice</li> <li>• Break the skill into small parts</li> <li>• Get feedback from a coach</li> <li>• Prepare for setbacks</li> </ul>
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

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