

Influencer Worksheet

Use the following worksheet to plan your next influence effort. Type your answers directly into the pdf document.

Identify Your Desired Results

What are the results you want to achieve? (For example: Achieve six-sigma quality levels by end of the year; lose 20 pounds by summer). State your desired result in one sentence:

What are the measures you'll use to track your progress? (For example: weekly quality data; daily weigh-in).

Who is involved in your efforts? (For example: myself, my family, my department, my company, my community).

Find and Clarify Your Vital Behaviors

A vital behavior is a high-leverage action that will directly lead to the results you desire. Vital behaviors should also meet the following criteria:

- Each one should be a behavior and not a result.
- Each behavior should be recognizable and repeatable.

What are the few vital behaviors that will have the greatest impact on your desired results? Based on the criteria above, list three behaviors you'd like to implement:

- _____
- _____
- _____

How credible is each Vital Behavior that you listed?

Think through the questions below for each vital behavior you listed above. You do not have to answer YES to every question below for your behaviors to be considered "vital." These questions are just here to help you think through the credibility process.

Have you found credible research done by others that validates the behavior you listed?	Y	N
Have you conducted a positive deviance study to determine what has worked for you or others in the past? ** For more information on how to find vital behaviors, see Chapter 2 in <i>Influencer: The Power to Change Anything</i>	Y	N

Change How You Change Minds

Check YES or NO for each question.

When trying to convince yourself or others to change minds, do you create ways to experience the need to change (For example: field trips, pilots, trial runs, or other hands-on experiences) rather than simply trying to talk yourself or others into changing through presentations, lectures, pep talks, or other verbal means?	Y	N
Do you use powerful and credible stories as a way of touching people's hearts and minds with the need to change? ** For more information on how to change minds, see Chapter 3 in <i>Influencer: The Power to Change Anything</i>	Y	N

Diagnose the Current Behavior—Why Does Change Seem Impossible?

When it comes to your current results, to what extent are the following factors a source of your current behaviors? These questions can apply to an individual effort (just involves you) or to others whom you are trying to influence (boss, spouse, team, family, company, community, etc). Check YES or NO for each question. If you answered NO to any of the questions above, refer to the chapter references found at the end of each section to brush up on the specific areas you need to work on.

Personal Motivation		
Do you or others take satisfaction from the right behavior or dislike the wrong behavior?	Y	N
When the going gets tough, do you or others think carefully about how the vital behavior would help with long-term goals and align with moral values? ** To work on personal motivation, see Chapter 4 in <i>Influencer: The Power to Change Anything</i>	Y	N
Personal Ability		
Do you or others have all the skills or knowledge to perform what is required?	Y	N
Do you or others have the self-control to engage in the vital behavior when it's hardest to do so? ** To work on personal ability, see Chapter 5 in <i>Influencer: The Power to Change Anything</i>	Y	N
Social Motivation		
Are the people around you or others actively encouraging the right behavior or discouraging the wrong behavior?	Y	N
Are you or others modeling the right behaviors in an effective way? ** To work on social motivation, see Chapter 6 in <i>Influencer: The Power to Change Anything</i>	Y	N
Social Ability		
Do you or others provide the help, information, and resources required, particularly at critical times?	Y	N
Do you or others hold people accountable for behaving in the right way? ** To work on social ability, see Chapter 7 in <i>Influencer: The Power to Change Anything</i>	Y	N
Structural Motivation		
Are there clear and meaningful rewards (such as with pay, bonuses, or gifts) when you or others behave the right way?	Y	N
Are short-term rewards in alignment with the desired long-term results and behaviors you or others want? ** To work on structural motivation, see Chapter 8 in <i>Influencer: The Power to Change Anything</i>	Y	N
Structural Ability		
Are there aspects in the environment that make the vital behavior convenient, easy, and safe?	Y	N
Are there enough cues and reminders to help you or others stay on course? ** To work on structural ability, see Chapter 9 in <i>Influencer: The Power to Change Anything</i>	Y	N

