

SIX SOURCES OF INFLUENCE

	MOTIVATION	ABILITY
PERSONAL	<p>① Make the undesirable, desirable: Love what you hate</p> <p>WANT TO DO IT</p> <ol style="list-style-type: none"> 1. Visit default future 2. Tell the whole vivid story 3. Use value words 4. Make it a game 5. Create a personal motivation statement 	<p>② Over-invest in skill building: Do what you can't</p> <p>ABLE TO DO IT</p> <ol style="list-style-type: none"> 1. What new skills do you need to make the change? 2. What other assets do you need to make the change? 3. Use deliberate practice: Rehearse in real-time, real-world settings/simulation 4. Learn the will skill
SOCIAL	<p>③ Harness peer pressure: Identify accomplices & friends</p> <p>MAKE IT THE NORM</p> <ol style="list-style-type: none"> 1. Identify friends and accomplices 2. Redefine normal 	<p>④ Find strength in numbers: Get help from others</p> <p>GET HELP TO DO IT</p> <ol style="list-style-type: none"> 1. Hold a transformational conversation 2. Add new friends 3. Distance yourself from the unwilling
STRUCTURAL	<p>⑤ Design rewards: Use carrots & the threat of losing carrots</p> <p>CREATE INCENTIVES</p> <ol style="list-style-type: none"> 1. Use incentives that encourage new behaviors and discourage the bad 2. Use incentives in moderation and in combination 3. Reward small wins 	<p>⑥ Change the environment: Control your space</p> <p>MAKE IT EASY</p> <ol style="list-style-type: none"> 1. Build fences 2. Manage distance 3. Change cues 4. Engage autopilot 5. Use tools