

Influence Planning Worksheet

The goal: To influence _____ to _____

INFLUENCE PRINCIPLE	A QUESTION TO ASK MYSELF	WHAT I COULD DO
<p>1. Prayer changes things God responds to our requests for change</p>	<p>Have I prayed diligently for change?</p>	
<p>2. Be a person others will follow We're influenced by people whom we like, trust and respect and who walk the talk</p>	<p>What characteristics do I need to demonstrate to earn the right to be heard? Also, are there others whom this person likes and trusts who could be the influencers?</p>	
<p>3. Know your audience The better we understand our audience, the more effectively we can shape our message</p>	<p>What do I need to know about this person before I choose an influence strategy?</p>	
<p>4. Connect through similarity We're more easily persuaded by people similar to us than by those who are different</p>	<p>What do we have in common that could be a starting point for relationship and discussion? Or should I instead work through others who are more similar to this person?</p>	
<p>5. Serve their needs Meeting people's needs and desires makes them more receptive to our requests</p>	<p>What does this person value that I could give to him or her?</p>	
<p>6. Ask for their opinion People are more likely to be persuaded if they're part of the process</p>	<p>Have I asked for this person's solutions and ideas, and have I genuinely listened to them?</p>	
<p>7. Tell a story Stories persuade because they captivate, inspire, and stay with us</p>	<p>What stories can I tell that will get my point across in a memorable and emotional way?</p>	

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<p>8. Construct a contrast The difference between things greatly influences our perceptions and decisions</p>	<p>Is there something to which this option compares favorably? Can I show how much worse things could be?</p>	
<p>9. Find a metaphor Metaphor—showing that one thing resembles another thing—can cause people to see and think in new ways</p>	<p>Is there a metaphor I can use that will encourage this person to see the situation differently?</p>	
<p>10. Use authoritative evidence We're influenced by experts and credentials</p>	<p>Have I demonstrated my expertise on this matter, or pointed to other expert evidence that this person would find convincing?</p>	
<p>11. Use experiential evidence Sometimes we'll never be convinced unless we see it for ourselves</p>	<p>Can I get this person to personally experience the cost of the status quo or the benefit of change?</p>	
<p>12. Use social evidence We tend to do what we see people around us doing</p>	<p>Can I identify other people who are doing what I want this person to do, especially people who are similar to him or her?</p>	
<p>13. Build a coalition When we're trying to influence people, there's power in numbers</p>	<p>Can I assemble some other people to join me in this attempt to influence?</p>	
<p>14. Create, communicate and carry out consequences The likelihood of punishment or loss is a powerful influencer</p>	<p>Can I create or point to negative consequences of refusal to change—consequences that this person will find significant?</p>	
<p>15. Limit the availability If something is scarce, we tend to want it more</p>	<p>Is there a way to limit this person's opportunity to do what I'm asking? Or is there a way to demonstrate the distinctiveness of this option?</p>	