The Six Sources of Influence



1. Personal Motivation (values): Make the undesirable desirable
	* Do they *want* to engage in the behavior?
2. Personal ability (skills): Surpass Your Limits
	* Do they have the knowledge skills, and strengths to do the right thing even when it’s hardest?
3. Social Motivation (teamwork): Harvest Peer Pressure
	* Are other people encouraging the right behavior and discouraging the wrong behavior?
4. Social Ability (support): Find Strength in Numbers
	* Do others provide the help, information, and resource required at particular times?
5. Structural Motivation (incentives): Design Rewards and Demand Accountability
	* Are rewards, pay, promotions, performance reviews, perks, or costs encouraging the right behaviors or discouraging the wrong behaviors?
6. Structural Ability (environment): Change the Environment
	* Are there enough cues to stay on course?
	* Does the environment (tools, facilities, information, reports, proximity to others, policies, etc.) enable the right behaviors or discourage wrong behaviors?

Grenny, J., & Patterson, K. (2013). *Influencer: the power to change anything*. New York: McGraw-Hill Professional.