Leading from the Middle?
99 Ways to Influence Change

By Heather Stagl

When you set out to change your organization, or feel like everything you've tried hasn't worked, consider the following list of influence factors:

1. Tell stories
2. Model behavior
3. Involve them
4. Say "please"
5. Allow failure
6. Ridicule
7. Generate scarcity
8. Transfer ownership
9. Clarify expectations
10. Provide feedback
11. Establish a sense of urgency
12. Remove status quo enablers
13. Acknowledge fears
14. Show you care
15. Start conversations
16. Demand compliance
17. Develop support systems
18. Admit mistakes
19. Make it viral
20. Remove obstacles
21. Show that others are doing it
22. Tell the truth
23. Ask for ideas
24. Make it easy
25. Rely on friends
26. Beg
27. Instigate competition
28. Instill curiosity
29. Reframe it
30. Facilitate meetings
31. Set the default
32. Build trust
33. Listen

34. Bribe
35. Encourage
36. Prioritize
37. Give praise
38. Educate
39. Help them succeed
40. Build new skills
41. Do favors
42. Fix problems
43. Keep promises
44. Remove doubt
45. Laugh about it
46. Provide useful tools
47. Join forces
48. Remove dead weight
49. Point to the destination
50. Address objections
51. Drop names
52. Celebrate success
53. Connect to values
54. Say "thank you"
55. Be consistent
56. Extend an invitation
57. Find the emotion
58. Ask for help
59. Incite a riot
60. Identify key behaviors
61. Keep it simple
62. Share what works
63. Adjust the environment
64. Hold them accountable
65. Induce guilt
66. Respect resistance

67. Go there first
68. Gain commitment
69. Make it fun
70. Be flexible
71. Measure progress
72. Be patient
73. Shrink it
74. Establish authority
75. Get leadership support
76. Recognize success
77. Generate short-term wins
78. Eliminate noise
79. Flatter
80. Empower
81. Nag
82. Enlist early adopters
83. Increase awareness
84. Install new habits
85. Threaten
86. Assign responsibility
87. Build relationships
88. Share in the design
89. Reduce risk
90. Establish deadlines
91. Foster resilience
92. Set clear goals
93. Entertain
94. Incorporate into identity
95. Design choices
96. Show respect
97. Harness peer pressure
98. Communicate
99. Offer incentives

With inspiration from:
Leading Change, John Kotter; *Nudge*, Richard Thaler and Cass Sunstein; *Predictably Irrational*, Dan Ariely; *Switch*, Chip Heath and Dan Heath; *Influencer*, Kerry Patterson et al.; *Influence: The Psychology of Persuasion*, Robert Cialdini.