

99 Ways to Influence Change

By Heather Stagl

There are five fundamental levers of influence. The following list categorizes the 99 Ways by which lever they employ most.

Provide Clarity

1. Tell stories
2. Model behavior
9. Clarify expectations
10. Provide feedback
22. Tell the truth
29. Reframe it
36. Prioritize
49. Point to the destination
60. Identify key behaviors
61. Keep it simple
62. Share what works
71. Measure progress
76. Recognize success
83. Increase awareness
90. Establish deadlines
92. Set clear goals
98. Communicate

Enable Progress

5. Allow failure
12. Remove enablers
13. Acknowledge fears
17. Develop support systems
20. Remove obstacles
24. Make it easy
30. Facilitate meetings
31. Set the default
38. Educate
39. Help them succeed
40. Build new skills
46. Provide useful tools
48. Remove dead weight
63. Adjust the environment
73. Shrink it
78. Eliminate noise

84. Install new habits
91. Foster resilience
95. Design choices

Build Trust

4. Say “please”
14. Show you care
18. Admit mistakes
32. Build trust
33. Listen
41. Do favors
42. Fix problems
43. Keep promises
44. Remove doubt
45. Laugh about it
50. Address objections
54. Say “thank you”
55. Be consistent
66. Respect resistance
67. Go there first
70. Be flexible
72. Be patient
74. Establish authority
77. Generate short-term wins
87. Build relationships
89. Reduce risk
96. Show respect

Invite Participation

3. Involve them
8. Transfer ownership
15. Start conversations
19. Make it viral
23. Ask for ideas
25. Rely on friends
47. Join forces

56. Extend an invitation
58. Ask for help
68. Gain commitment
75. Get leadership support
80. Empower
82. Enlist early adopters
86. Assign responsibility
88. Share in the design

Motivate Action

6. Ridicule
7. Generate scarcity
11. Establish urgency
16. Demand compliance
21. Show others are doing it
26. Beg
27. Instigate competition
28. Instill curiosity
34. Bribe
35. Encourage
37. Give praise
51. Drop names
52. Celebrate success
53. Connect to values
57. Find the emotion
58. Incite a riot
64. Hold them accountable
65. Induce guilt
69. Make it fun
79. Flatter
81. Nag
85. Threaten
93. Entertain
94. Incorporate into identity
97. Harness peer pressure
99. Offer incentives

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