

HANDOUT: METHODS OF INFLUENCE



Build relationships of trust with people.



Listen to your audience and try to understand them.



Help people make commitments related to the behavior.



Encourage small steps toward the desired behavior.



Be a good example of the behavior you want in your followers and show them models of what you want them to do.



Persuade people about the issue.



Offer (or point out) rewards for the desired behavior.



Reinforce your influence with periodic 'reminders.'