

Influence Change Using Data, Power, and Motivation

To answer the questions below, identify a scenario that requires influence.

- 1** In this scenario, which source(s) of power do you have? Circle all that apply in the first column of the grid below.
- 2** In this scenario, what motivates the person whose action is needed? Circle all that apply in the rows that correspond with your answer to question 1.
- 3** Consider the influence strategy at the intersection of power and motivation and read the definition. How effective do you think this approach will be and how will you tailor it to the individual you are seeking to influence? Use the space below to record your answer.

1	2	3	
Power Source	Motivation Source	Influence Strategy	Definition
Authority and Resources	Broad Benefit	Legitimizing	Explicitly referencing either the scope of authority or institutional protocols
	Partnerships	Directing	Using directive and matter-of-fact communication; an order
	Individual Interest	Exchanging	Request based on a giving and levying of benefits, favors, and punishments
Knowledge and Information	Broad Benefit	Factual Reasoning	Using reason, data, factual information to support a request
	Partnerships	Collaborating	Working together with the partner to achieve the desired result
	Individual Interest	Coaching	Inspiring partner behavior by setting an example or demonstrating how something is done correctly
Credibility and Trust	Broad Benefit	Appealing to Vision and Values	Playing on feelings of loyalty to the institution's expected goals and commitments
	Partnerships	Aligning	Basing a request on a personal friendship/association with the team member
	Individual Interest	Advising	Guiding a partner with limited room for noncompliance



For more information, watch the accompanying webinar [online](#) or reach out to your dedicated consultant.