

# INFLUENCE

(Sales and Buy-In Tips From Robert Cialdini)

## 1 Reciprocity

If you do something nice for someone, they'll do something nice for you. (You know, like return the favor!) Think about your stakeholders. What is something nice you can do for them?

## 2 Commitment

Attempt to get some sort of commitment from the stakeholders. They don't have to commit to the entire idea, just part of it. Work toward a formal commitment to your goal in tiny (but accountable) mini-commitments!

## 3 Social Proof

Share articles, social media posts with stakeholders that include imagery and evidence of how other schools are successfully utilizing an initiative similar to yours.

## 4 Authority

Authority figures wield enormous influence. People will respect and listen to authority figures who have an important message, an effective style, and a platform from which to speak.

## 5 Liking

You are going to have more influence the more people like you. That's right, good old-fashioned relationships with stakeholders can really impact how initiatives are adopted (or not adopted).

## 6 Scarcity

We only have a limited time to begin this initiative! Time is running out! This method of influence is particularly effective when attempting pilot studies. It is only available to a small group of educators. Make it something exclusive.



We All Need Help Getting Things Done! Try the Six Principles of Influence!

