

Building Your Influence Engine

Start your own influence strategy wherever you wish—depending on your comfort level and intuition around where to begin. But to build a winning plan you'll ultimately need to have all four strategies in play. Here's what happens if you *don't* do that:

**If you don't
Frame the idea ...**

... people won't grasp what it is you're getting at, and they feel suspicious or threatened.

**WHAT'S THIS
REALLY ABOUT?**

**If you don't
Model the idea ...**

... they can't imagine how this could possibly work, and they lose faith in your idea.

**I CAN'T PICTURE
THE END GAME.**

**If you fail to
Incentivize people ...**

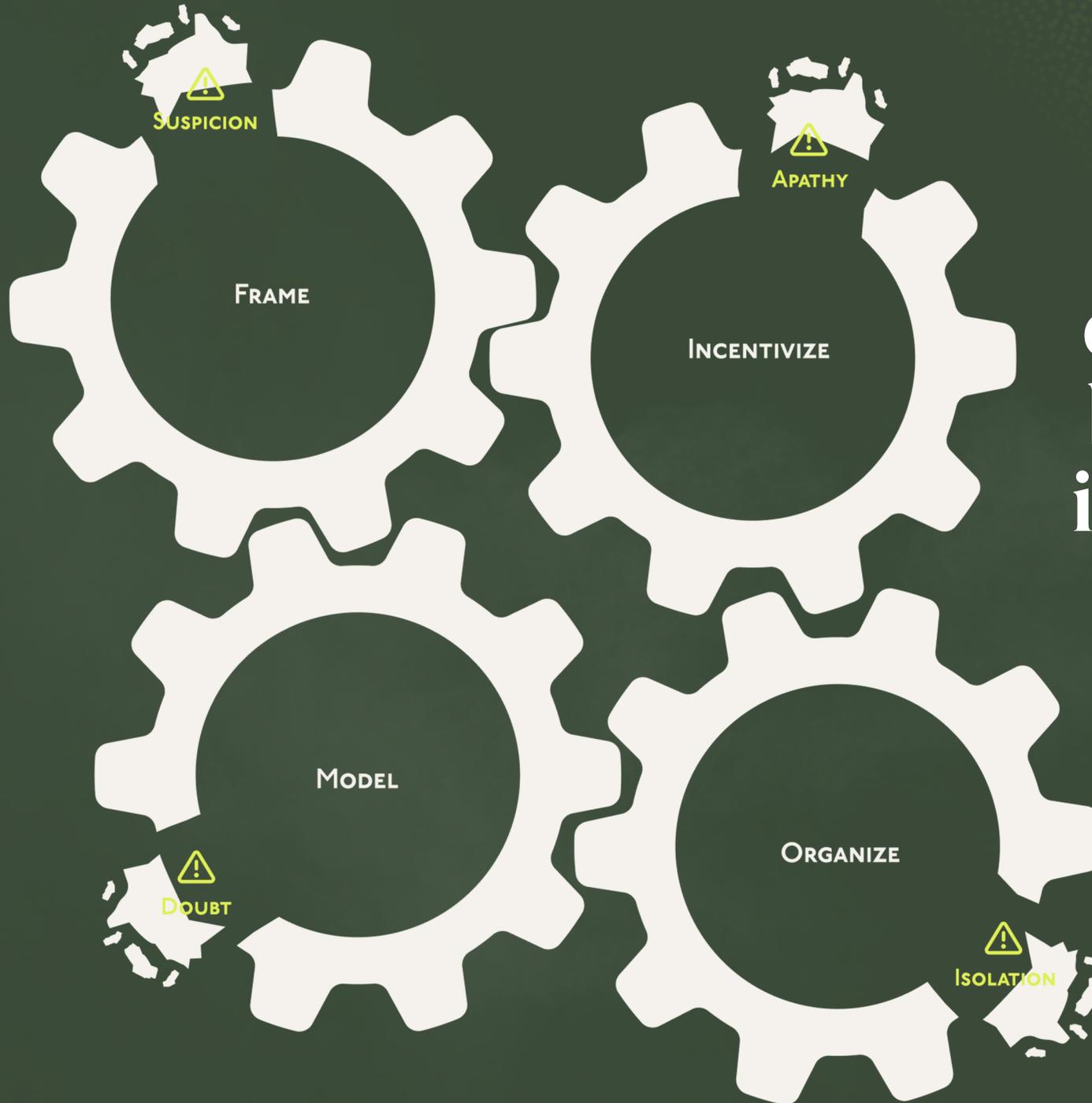
... they simply won't follow you. They're busy, they have other priorities.

**WHAT'S IN IT
FOR ME?**

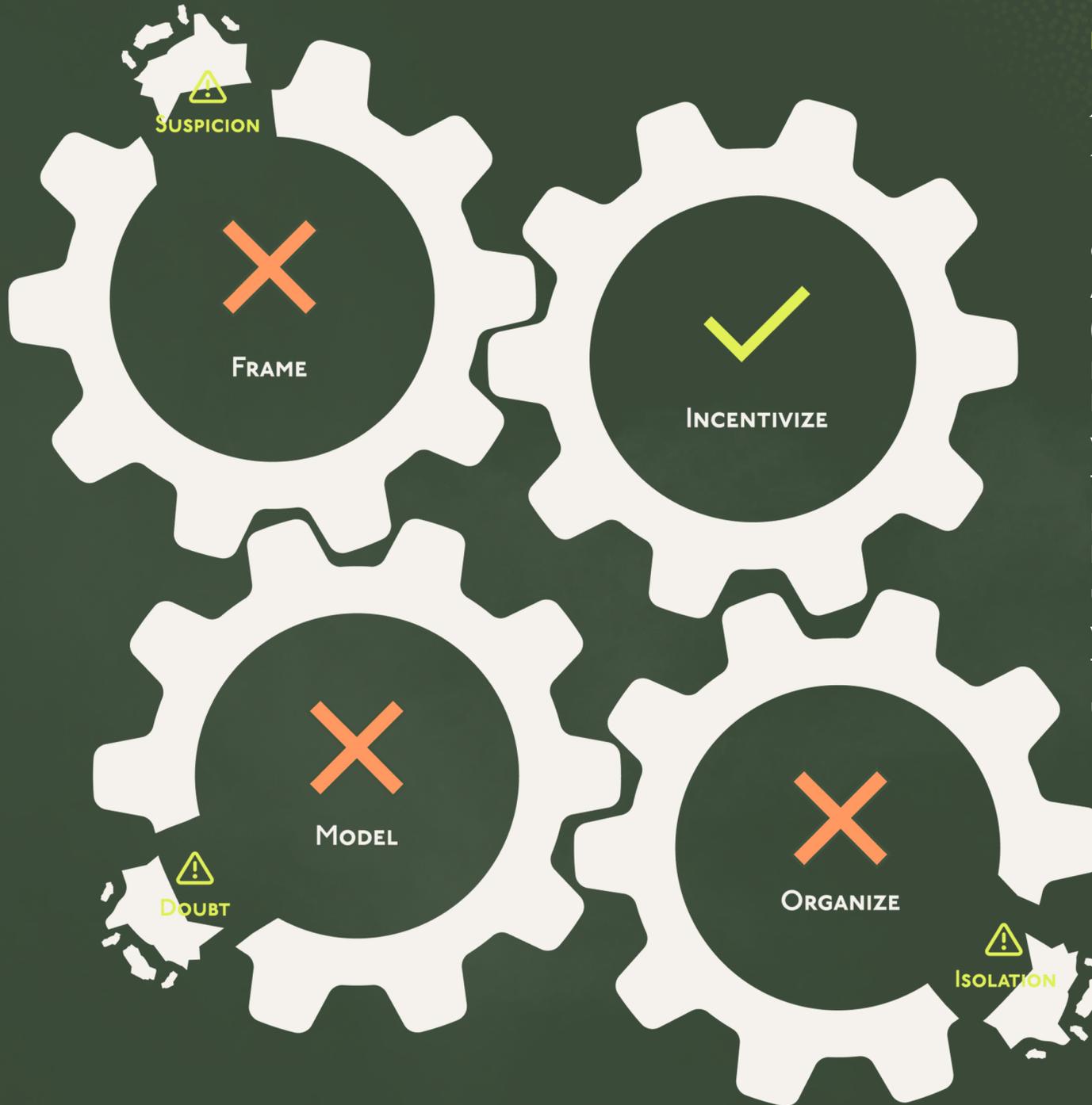
**If you do it all
except Organize ...**

... there's no movement, no action. There's no group momentum.

**WHO'S WITH ME?
THIS IS TOO HARD.**



When one strategy is missing, the entire engine breaks down in predictable ways.



EXAMPLE

AI Adoption in the Workplace

Organizations rushing to deploy AI tools often Incentivize adoption (increase speed/productivity, promises of advancement, etc.) but neglect Framing (which would need to take account of the human resistance to this potentially threatening change) or Modeling (show how this is being used elsewhere, and how it's worked out to everyone's benefit). The result is suspicion, inconsistent use, and low trust in new systems.