



## SESSION #6: THE INFLUENCE MODEL

The world's most influential people have three things in common in the way they influence both individuals and the masses. Consider the concepts below and respond to the questions.

### ***They Teach Us How to Think.***

Did you ever read *Think and Grow Rich*? It's one of the bestselling books of all-time. Why? One reason is that it teaches people *how* to think. Martin Luther King Jr. taught us how to think, so did Mother Theresa, so, we imagine, did your parents. Great leaders and influencers are very conscious in sharing with others how they might think about any given topic, and it's their articulation of how to think about problems and opportunities that make us follow, believe in, and admire them.

Think of a person or a group you are trying to influence.

- *I could influence this person or group if I could get them to think in the following way...*
- *The way I could get them to begin thinking this way is to...*
- *To get them to think this way, they'd have to believe...*
- *To get them to stop thinking in competing ways, they'd have to believe...*
- *The benefits they would get in thinking this way are....*

### ***They Challenge Us.***

When someone challenges us they influence us. Nothing mobilizes our attention and best energies better than a challenge that demands us to stretch our knowledge, skills, and abilities in order to meet those demands.

Think of a person or a group you are trying to influence.

- *A challenge I could issue to this person or group to give them an exciting vision of the future would be...*
- *This is a challenge for people to raise up to because it demands they...*
- *This challenge is good for them and others because it...*
- *The way I'm going to communicate this challenge to them is to...*



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### ***They Role Model the Way.***

We don't believe the message if we don't believe the messenger. Who you are, how you show up in life, the actions you take, and the values and principles you enact are closely watched by the world.

Think of a person or a group you are trying to influence.

- *If I'm going to be more influential with this person or group, they would need to believe I am a person who...*
  
- *The best parts of who I am that I will have to show and demonstrate to them are...*
  
- *The reasons I'm willing to become a better person in order to serve this person or these people are...*