



Changing Human Behaviours Sources Of Influence Model

(Influencer: The Power to Change Anything – VitalSmarts)

“Adopt at least 4 of the sources of influence and you will increase **x 10** fold the rate of adoption/behavioural change you are seeking.”

	Motivation	Ability
Personal	Make the Undesirable, Desirable (What's In It For Me)	Surpass Your Limits (Deliberate Practice)
Social	Harness Peer Pressure	Find Strength in Numbers
Structural	Design Rewards & Demand Accountability	Change the Environment

[Click here for demonstration video.](#)