6 Principles of Influence Applied to Wellness

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6 Principles of Influence

• Reciprocity
• Commitment (and Consistency)
• Social Proof
• Liking
• Authority
• Scarcity

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Reciprocity

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Commitment (and consistency)

'I love my co-workers who support me every day! We take walks together after work to de-stress and share ideas.

We made a decision to each lose 10 pounds this years and all 6 on my team made it! It was easy with so much support and healthier snacks in the break room!"

Kristi

Champions Oath

I _______________________ will do my very best to be open minded, supportive and creative. I will not whine, complain or snicker. I will be supportive of my co-workers’ ideas, comments and questions, and will use the information I learn today only for the excellence.

I will speak openly (with kindness) and will use my strengths to make a difference in my community.

Signed_____________
Date_______________
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Social Proof
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I Chose to Breastfeed my Baby…

Do you ever feel like you’re dancing alone?
Social Proof

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Liking

- Joe Girard
  - World record holder
  - $200k per year income
  - Top salesman for 12 straight years
  - Sold more than 5 cars/trucks per day

  - He did TWO simple things…..

Joe’s Secret Recipe

- Fair sales pricing
- PLUS....... 13,000 postcards each and every month.

I Like You!
We Appreciate YOU!

Our Environment
6 Principles of Influence

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authority
Authority

Champion's Appreciation Event
March 11, 2015

65 Champions
2 Directors
2 Vice Presidents
2 CEO's

Authority
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Scarcity

Applications
Due 6/15/1015

Limited Edition

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Have Fun!
6 Principles in Action

Healthy Department Objectives:

- Obtain a “Call to Action” from CEO, Provost etc.
- Engage Champions in the process
- Showcase collaboration/resources
- Encourage group shifting towards healthy behaviors
Departmental Grants

Mission Statement

- My Mission is to:
  
  (serve/provide/create.....)
  
  for:
  
  (our customers)
  
  'by providing:
  
  (products/services)
  
  'in order to' / 'that will'
  
  / ___________________ _______________________
  
  (outcome)
Thank you!

Resources

PartyStandups.com
PCNametag.com

The Four Agreements by Don Miquel Ruiz
Questions?

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