

Apply The Influence Pyramid

When and With Whom Might You Use This Tool?

You can use this tool as a structure to organize all of your leadership efforts. In addition, the tool is particularly helpful whenever you would like to influence change in another person or group.

How to Use It

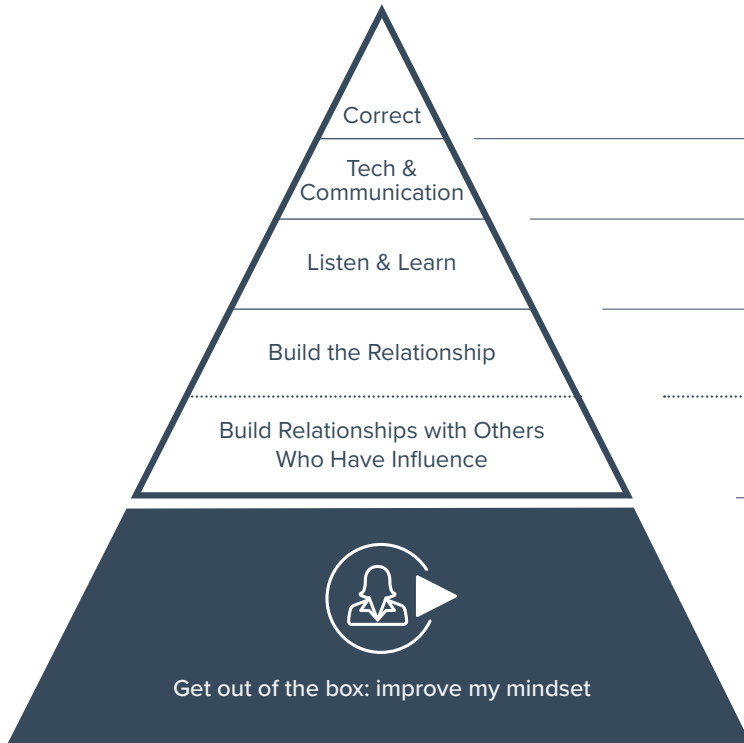
Identify a situation in which you'd like to improve your influence to advance change.

1. **Identify the levels of the pyramid** at which you have been weakest in this situation.
2. **Brainstorm things you might do** in these and the other levels of the pyramid to improve the situation.

Circle the things you will do in the next 30 days.

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Situation



Work Bottom Up

Most time and effort should be spent at the lower levels of the pyramid.

When Stuck, Go Lower

The solution to a problem at one level of the pyramid is always below that level.

Mindset Matters Most

Ultimately, my effectiveness at each level of the pyramid depends on the lowest level of the pyramid—my mindset.