

## 6 Principles of Influence Applied to Wellness



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## 6 Principles of Influence

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

Robert B. Cialdini, *Influence: The Psychology of Persuasion* (revised; New York: Quill, 1993)

## 6 Principles of Influence

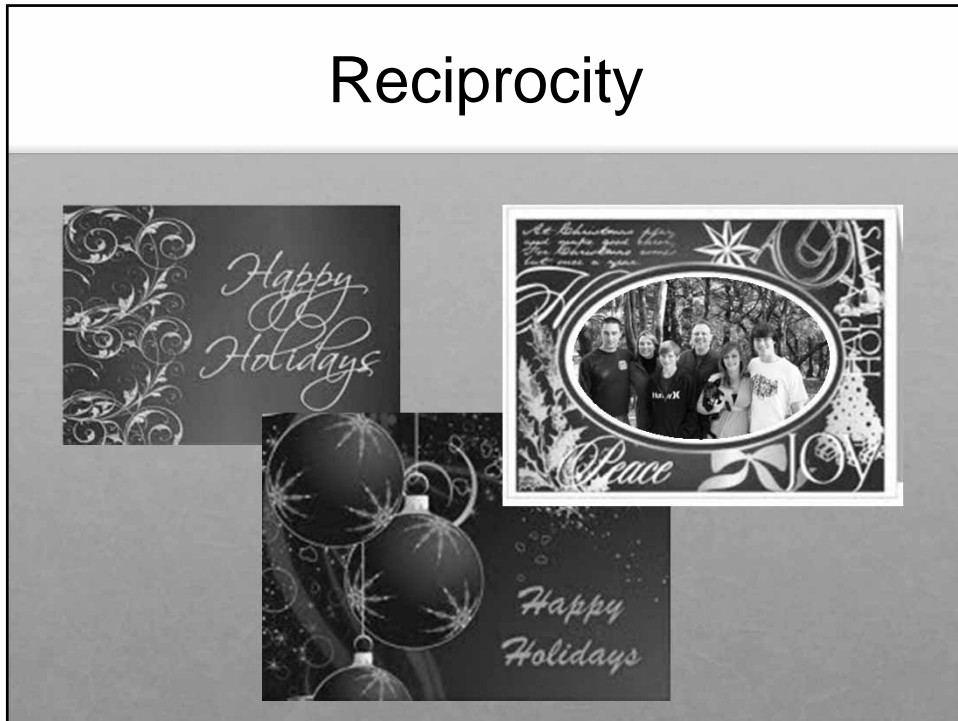
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## Reciprocity



## 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



## Social Proof



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.



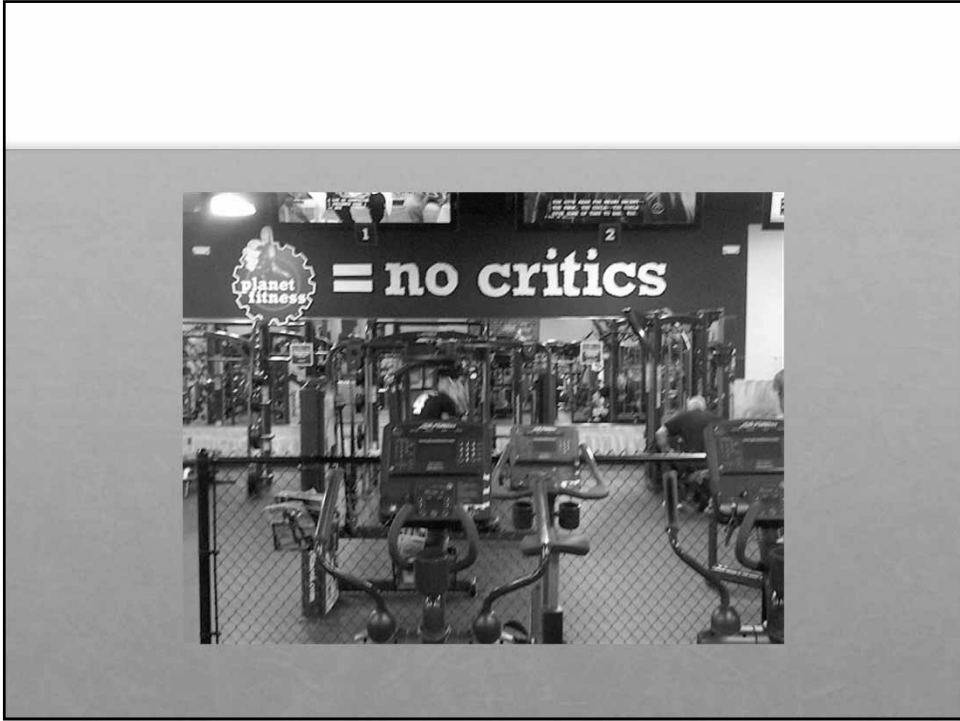


# We Appreciate YOU!



# Our Environment





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## authority



# Authority



Champion's  
Appreciation Event  
March 11, 2015



65 Champions  
2 Directors  
2 Vice Presidents  
2 CEO's

# Authority



## Authority



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# Scarcity



Applications  
Due 6/15/1015

Limited Edition

- Commitment (and Consistency)
  - Liking
  - Reciprocity
  - Social Proof
  - Authority
  - Scarcity
- 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**

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**Questions?**

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