

Your Name:



INFLUENCE PLANNER – SOCIAL INFLUENCE

STAKEHOLDER / TARGET

OBJECTIVE / AGREEMENT SOUGHT

CHALLENGES ACHIEVING OBJECTIVE

INFLUENCE STRATEGY (eg. Principle of: Liking, Authority, Reciprocity, Commitment & Consistency, Social Proof, Scarcity)

| ① Principle(s) | ② Opportunities that exist to leverage principle | ③ How I will leverage this principle? |
|----------------|--|---------------------------------------|
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