

# Apply the Influence Pyramid

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Use this tool as a guide for  
inviting change in others

The Influence Pyramid provides a structure that helps us shift to an outward mindset in situations where we are trying to help others to change. The elements are structured in the form of a pyramid because they form a hierarchy: to be completely effective at one level, we must be effective in each of the levels that lie beneath it.



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## WHEN AND WITH WHOM MIGHT YOU USE THIS TOOL?

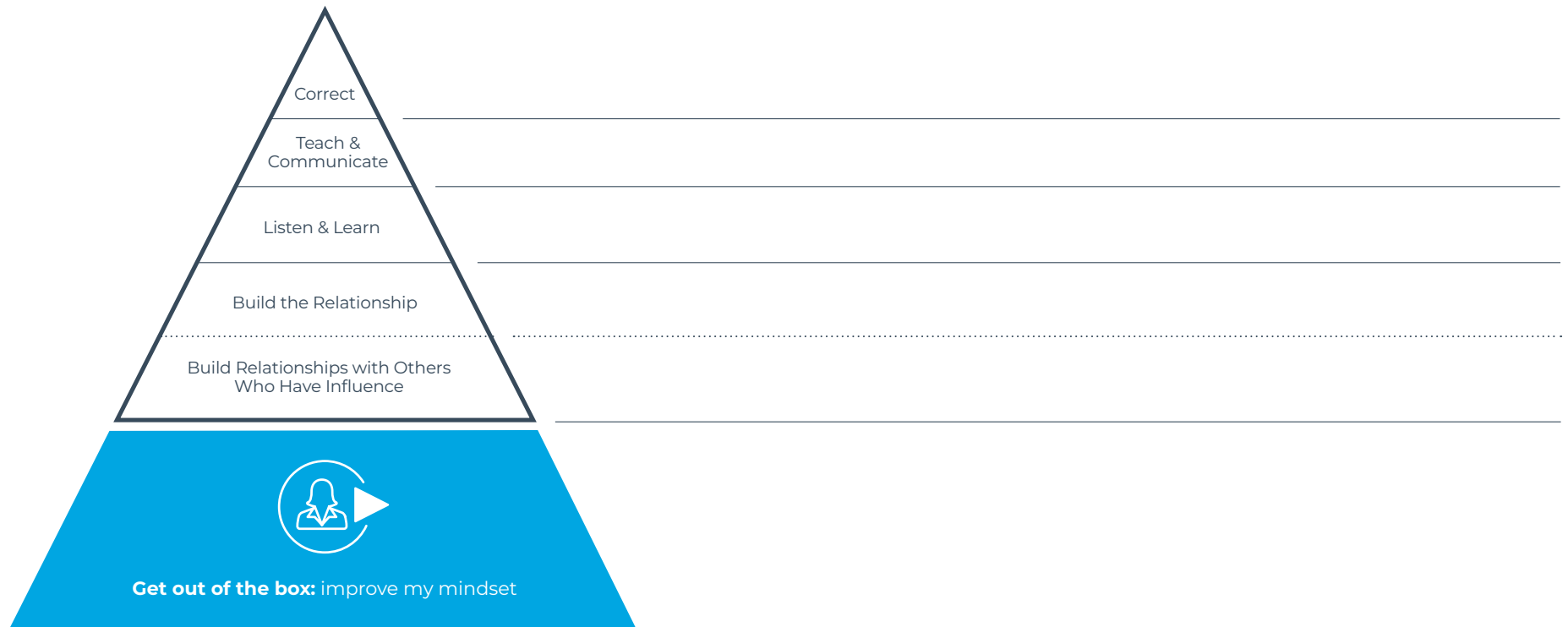
You can use this tool as a structure to organize all of your leadership efforts. In addition, the tool is particularly helpful whenever you would like to influence change in another person or group.

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

## Person



### 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.

This tool is just one of 50+ situational frameworks and tools available through the Arbinger's Institute's robust training programs.

From selecting a new hire to making a key business decision, Arbinger has a tool for any business challenge you can come across. Get in touch today to learn more about Arbinger's Outward Leadership, our leadership development program, that changes mindsets and improves organizational performance.

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