

Opening the Door to Influence



February Champions Training

Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona



The Details

- Champions
 - February 9th and 10th
 - 2 Day Workshop
 - 85 Attendees
- State:
 - 1 Day workshop
 - All BNPA
- Pam McCarthy, RD



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Credibility



“20% Increase in BF
Initiation in 3 mos
After Influence”

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The Nutshell



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Power of Emotions

“Emotions lead to action. Logic leads to conclusions.”

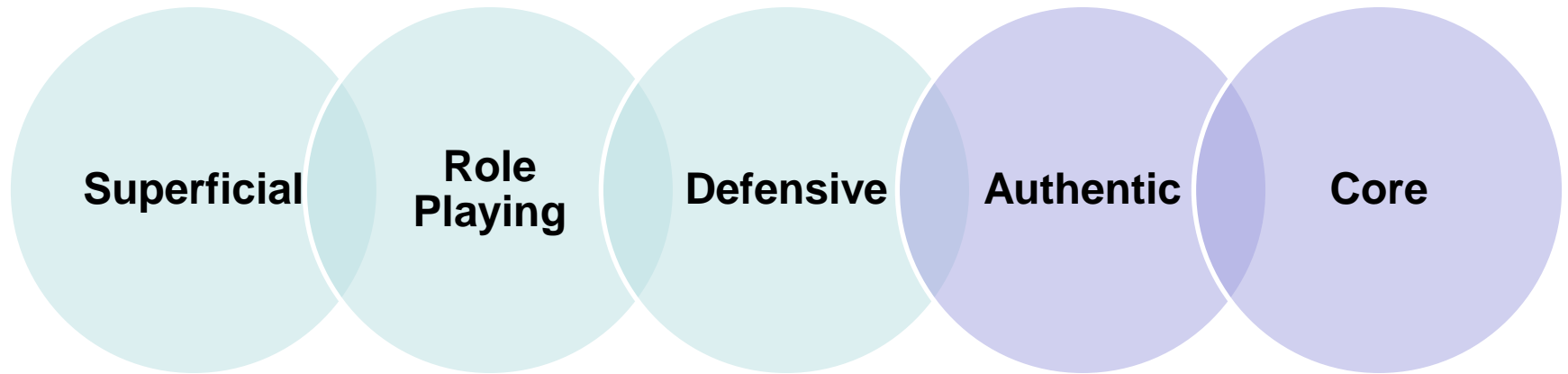


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5 Levels of Conversation

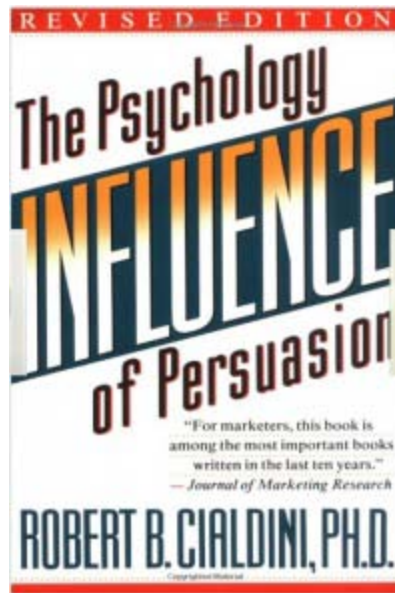


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6 Principles of Influence



Robert B. Cialdini



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Likeability



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Reciprocity



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Consensus



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Commitment



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Authority (Credibility)



OR

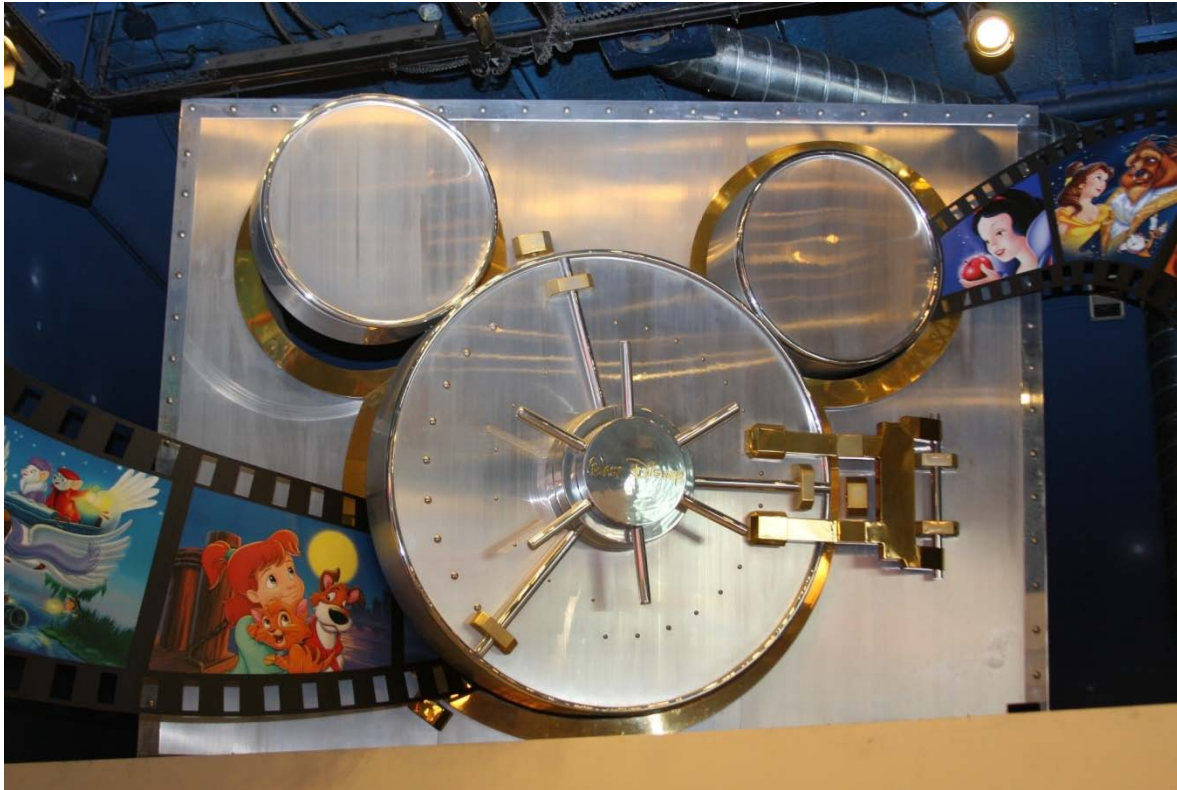


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Scarcity



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Framing the Loss



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Reactions

- “One thing I would [have] liked is that when I was young and pregnant with my 3 children I wish that only one person would [have] taken off their mask or been there for me. But I feel good that I attended this class because now I can and will take my mask off and help everyone I can. I thank the Lord that my job offers me this chance to help”

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Reactions

- “I am not giving up. I am going to be a better WIC person for tomorrow”

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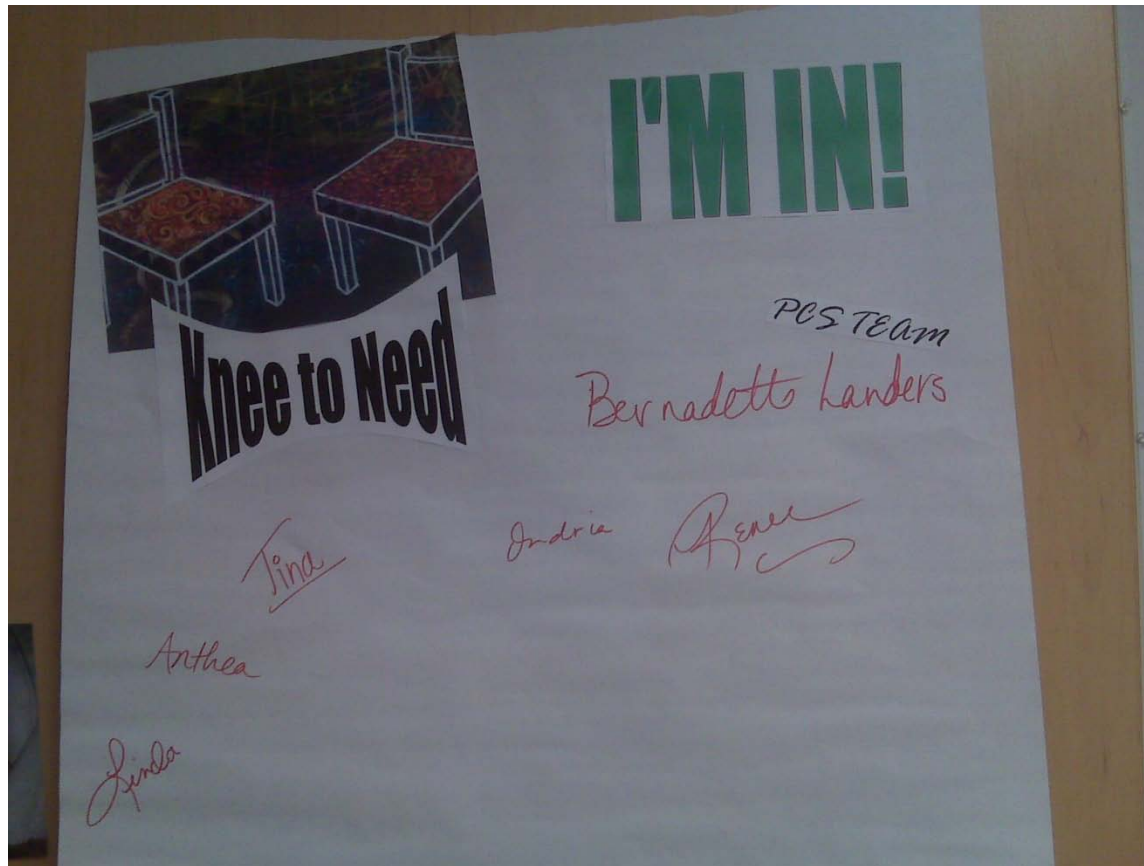
Putting Influence In Action

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Influence



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Questions?



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