

# The Drivers of Influence



## **T**ransmitter

CHOOSE THE RIGHT MESSENGER  
TO CONVEY THE MESSAGE



## **O**ne step at a time

MAKE THE TASK MORE MANAGEABLE BY  
BREAKING IT INTO SMALLER PARTS



## **H**abits

PROMOTE THE DEVELOPMENT OF NEW ROUTINES  
THROUGH NEW CUES AND APPROPRIATE REWARDS



## **F**raming

PRESENT OPTIONS IN A WAY THAT ENCOURAGES  
THE DESIRED CHOICE OR BEHAVIOUR



## **E**go

REINFORCE SELF-IMAGE BY RECOGNISING  
AND REWARDING BEHAVIOUR



## **I**mmediacy

PROVIDE BENEFITS OR REWARDS NOW,  
WHILST POSTPONING CONSTRAINTS



## **D**efault

PRESENT A CHOICE WHERE THE PRE-SELECTED  
OPTION IS THE DESIRED BEHAVIOUR



## **N**ostalgia

RECALL POSITIVE FEELINGS FROM THE PAST



## **R**eciprocity

PROVIDE A SERVICE, GIFT OR HELP TO CREATE  
A SOCIAL DEBT AND ENCOURAGE OTHERS TO  
RETURN THE FAVOUR



## **F**airness

APPEAL TO THE SUBJECT'S SENSE  
OF JUSTICE OR EQUITY



## **I**ncentives

ENCOURAGE BEHAVIOUR WITH MONEY,  
GIFTS OR SOCIAL REWARD



## **L**oss aversion

HIGHLIGHT SCARCITY OR POTENTIAL LOSS TO  
MAKE THE BEHAVIOUR MORE DESIRABLE



## **V**alue

HIGHLIGHT THE SCOPE OF WORK, EFFORT  
OR SKILL INVESTED TO JUSTIFY THE PRICE



## **U**pper anchoring

OR LOWER ANCHORING. USE REFERENCE  
POINTS TO CREATE FAVOURABLE COMPARISONS  
THAT ENCOURAGE THE DESIRED BEHAVIOUR



## **E**motion

GENERATE AN EMOTIONAL RESPONSE  
THROUGH IMAGES, VISUALS AND STORIES



## **E**asiness

MAKE THE DESIRED BEHAVIOUR THE EASIEST  
OPTION REQUIRING THE LEAST EFFORT



## **R**einforcement

REWARD WITH POSITIVE FEEDBACK



## **N**orms

USE THE POWER OF SOCIAL CONFORMITY  
TO ENCOURAGE THE DESIRED BEHAVIOUR



## **S**alience

BE RELEVANT OR NOTICEABLE TO ATTRACT  
ATTENTION AT THE RIGHT TIME



## **C**ompartmentalise

USE EASILY UNDERSTOOD IMAGES OR  
OBJECTS TO MAKE INVISIBLE ITEMS  
(LIKE EFFORT OR EXPENSE) TANGIBLE



## **E**ngagement

REQUEST A PUBLIC COMMITMENT TO INCREASE  
THE LIKELIHOOD OF THE DESIRED BEHAVIOUR

