### THE INFLUENCE EQUATION

Influence = \((\text{Connection} \times \text{Trust})^{\text{Community}}\)

### CONNECTION

<table>
<thead>
<tr>
<th>Scale Of Influence</th>
<th>Social Pressure</th>
<th>Connection Approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>Their lives are no longer their own</td>
<td>Ubiquity (Be connected to their inner circle)</td>
</tr>
<tr>
<td>Industry</td>
<td>Everyone wants something from them (Status, Time, Expertise, Access, Money)</td>
<td>&quot;Generosity Novelty Curation Awe/wonder&quot;</td>
</tr>
<tr>
<td>Community</td>
<td>Want to reach the next level of success but aren't clear on how.</td>
<td>&quot;Skills Opportunities Access Resources&quot;</td>
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<tr>
<td>Personal</td>
<td>They tend not to listen to us.</td>
<td>Ubiquity (Create a circle around them that are a positive influence)</td>
</tr>
</tbody>
</table>
Researchers generally agree that trust is comprised of:
- Competence: the ability to do something successfully or efficiently.
- Honesty/Integrity: The person or organization is truthful or has strong moral principles
- Benevolence: The quality of being well meaning or having your best interests at heart.

Human Biases and Mechanisms that affect trust
- Mere Exposure Effect: People prefer things that they are more familiar with
- Halo Effect: The tendency that our impression of something can be transferred by association.
- IKEA Effect: We care more about things when we invest effort such as assembling IKEA Furniture
- Vulnerability Loops: By people demonstrating to each other that they can be vulnerable, trust is elevated

SENSE OF COMMUNITY

Membership: There are clear boundaries between those on the inside and those on the outside of the community.
Influence: Members are both influenced by the community and have influence within the community.
Integration and Fulfilment of needs: Members feel like their needs align with the organization's goals and are rewarded in some way for their participation.
Shared Emotional Connection: In part this is a shared history (experienced or otherwise) and shared values.

THE PATH

- The Rider: Our conscious mind
- The Elephant (Our emotions, biases and mechanics)
- The Path (The journey people go down from beginning to the destination)

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1. **Who are you looking to connect with?**
   Their level of influence will define the connection strategy.

2. **Are you looking for a single event/miniseries or to build a sense of community over the course of months/years?**
   The longer the commitment, the more you need to design something you will enjoy.

3. **How many people do you want to connect with at a time?**
   The scale should be consistent with your personality, who you want to connect with, and your objectives. Remember, the more influential the people are, the harder it is to gather large numbers of people.

4. **When designing the path for the elephant and the rider, what do we want them to feel, think, and do at the end?**
   This is where the values of the organization shine, if it isn’t authentic to you or your organization it won’t accomplish what you want.

5. **Are these values consistent with what you care about?**
   If you plan on running the event more than a couple of times, the values need to align with yours or you won’t want to keep doing it.

6. **What original format can we use that will engage this audience to produce the type of membership we are looking for?**
   Take the time to think this through, we produce a lot of bad ideas before we have a good one.

7. **What discovery approach will we use to have people engage with this activity?**

8. **Where can I further implement the Influence Equation?**

9. **With what we know about human behavior, will this path appeal to the rider and the elephant?**

10. **Is this path ethical? If a stranger knew how you designed it, would it bother them?**
    If it would bother them, start again.