

Influencer Strategy

Fall 2025 Leading Organization Change (EDLD-5304-D21)_OLInfluencer Strategy

After watching *All Washed Up* and *Harnessing Social Pressure*, I realized how much influence really comes from more than just telling people what to do. The six sources of influence break down into motivation and ability, and then into personal, social, and structural. I like this because it shows that change isn't just about wanting to do something, but also about having the support and tools to actually do it.

In the *Washed Up* video, peer pressure was what finally made the difference. The kids didn't change because an adult told them to, but because their friends held them accountable. That made me think about how I could use peer support in my own project—people are more likely to stick with something if they see others doing it too. While I don't have a traditional K12 student, this will still work on my fellows. When it comes to learning, they all seem to want to be the best. It make take a few tries to figure out what the motivating factor will be, but I think this is great!

Another big takeaway was that it takes more than one source of influence to create real change. It wasn't enough to just talk to the kids or show them the problem; they needed multiple influences working together. For my own change effort, I can see how important it will be to use more than one approach, like mixing personal motivation with peer encouragement and maybe some structural support to make it easier.

Overall, these videos reminded me that change works best when it's coming from a lot of angles at once, not just a single push.

References:

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YouTube. (2022). *All Washed Up!*. https://youtu.be/cW0qZl6lrkl?si=mcMw0Uls7n84O_om

YouTube. (2022). *Harnessing Social Pressure*. <https://youtu.be/wu7UBY5euBg>