ADVOCACY ACADEMY · BOOKCLUB1

Influence, Applied — Worksheet

A companion to Robert Cialdini's Influence. Cialdini named seven levers that move a decision. Every one is a diagnostic before it is a tactic. Use this sheet twice: once to spot the levers aimed at you, once to plan the honest use of one in your next room. The line never moves — true ask, whole-board test.

How to read the seven principles

Learn them first as a defense. Once you can name a move, it stops working on you — and only then is it safe to use one yourself, on a true case, for an ask the other person would still make if they saw everything you know. If a principle only works by hiding, rushing, or flattering, you have crossed the line. Put the sheet down and rethink the ask.

The seven levers, and the Academy tool each one sharpens

Reciprocity

What true, unforced thing can you give first — real information, help, a genuine acknowledgment — that you would still offer if they said no? If it only works as a hook, it is a trap.

Commitment & Consistency — pairs with The Incremental Ask

What is the smallest honest yes you can ask for before the big one? Name the first step the other person can take without losing anything.

Social Proof — pairs with Reading the Audience

Which real neighbors, precedents, or nearby districts already did this? Name them. Never invent them.

Authority — pairs with Power Mapping

Who actually decides here, and what real credential or evidence honestly earns their trust? Borrowed authority you cannot back is manipulation.

Liking — pairs with Reading the Room

What do you genuinely share with the person across the table? Find the true common ground — not flattery.

Scarcity

What is genuinely at stake if this waits — a real deadline, a closing window, a cohort of kids who age out? Manufactured urgency is the used-car move.

Unity

What 'we' honestly includes both you and them — same town, same kids' school, same road, same water?

The ethical floor — run every plan through this before the meeting

- ☐ The ask is true — you would make the same case if the whole board could read your notes.
- ☐ The other person would still say yes if they saw everything you know.

- [ ] You are bringing attention to a real thing, not manufacturing a false readiness.
- [ ] You could name the principle you are using out loud, in the room, and not be ashamed.
- [ ] If it only works by hiding, rushing, or flattering — you have crossed the line. Stop and revise.

This week's one move

The room

Which meeting is coming up — a teacher conference, a permit office, a school-board comment?

The principle

Which single lever will you use, honestly, and which Academy tool does it pair with?

The true setup

The one sentence you will say right before your ask — the image, fact, or question that makes it the obvious next step rather than a demand out of nowhere.

The whole-board test

Would this still work if they saw everything you know? If not, revise it until it would — that is the whole craft.