THE INFLUENCE FORMULA
INCREASE YOUR INFLUENCE

CHANGE YOUR WORLD
The **Influence** Pillars
The **Admiration** Gap
The **Connection Gap**
The Influence Spectrum

Rocket Scientist

Comedian

CREDIBILITY

RELATABILITY

Lance Brown | CONSULTING
The **Influence** Formula

\[ \text{Credibility} \times \text{Relatability} = \text{Influence} \]
Influence

Credibility 70 \times \text{Relatability} 30

= \text{Influence} 2100
Credibility 70 \times \text{Relatability} 50 = \text{Influence} 3500
Credibility $25 \times$ Relatability $10 = $ Influence $250$
Credibility X Relatability = Influence
Credibility \[75\] \times \text{Relatability} \[10\] = \text{Influence} \[750\]
Credibility $100 \times$ Relatability $10 = $ Influence $1,000$
Blissfully Ignorant
The Connection Gap

Credibility

Choice

Service

Ego
The Connection Gap

Credibility

Ego

Service

Choice
STAY GROUNDED
AND BE
WELL ROUNDED
Credibility $10^x \times$ Relatability $50 = \text{Influence} 500$
“A lot of people in our industry haven't had very diverse experiences. So they don't have enough dots to connect, and they end up with very linear solutions without a broad perspective on the problem. The broader one's understanding of the human experience, the better solution we will have.”
Credibility 10 X Relatability 75 = Influence 750
Credibility $10 \times$ Relatability $100 = \text{Influence}$ $1,000$
THE EXPONENTIAL EFFECT
INFLUENCE | IF I CAN DO IT. YOU CAN DO IT.
THANK YOU