

# Winning Hearts and Minds in the 21st Century – Influence Model

**Organisations can now influence people in new ways.** The workforce is increasingly made up of younger generation millennials who are hyper connected to digital platforms that increasingly influence their motivation to engage with change. Leaders must therefore consider new ways to influence mindset and behaviour change. The following diagram (Influence Model) identifies four key areas that need to work together to provide tangible proof that will influence people’s mindset and behaviour change. Leaders must also take account of ‘What’s changed’ in the wider context as noted in the diagram.

**Millennials:** a person reaching young adulthood in the early twenty-first century.



**Source:** Basford, T. and Schaninger, B. (2016b)  
*People’s Needs Defining Change – Health Services Change Guide*