



**ART OF COACHING PODCAST™ EPISODE 103  
RYAN JOHNSON: THE PYRAMID OF INFLUENCE**

Ryan uses the “Pyramid of Influence” to describe steps for better interactions when guiding others. In this model, the base of the pyramid is built on the idea of self-care and improvement. The next level is defined by building a relationship with someone you have the power to influence. Above that, there’s developing/deepening that relationship, followed by teaching and communicating with that person. At the very top of the pyramid is correcting aspects of that person’s behavior.

In your own words, describe each level of the pyramid. Then, discuss how you could apply this concept with a person in your work or home life.

When influencing others, what percentage of your time do you spend at each level of the pyramid? Do these percentages follow the order of the pyramid? Do any surprise you?

Where does Ryan say to look if there’s a problem at one of the levels of the pyramid?



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**Brett and Ryan discuss the importance of influence tactics. In what ways does an “influential other” affect behavior? Give an example of a time you utilized this tactic.**

**What’s the difference between “wanting” and “needing” to know something or learn something? Provide an example in your own life.**

**Elon Musk is not the most fluent communicator but he is arguably one of the most influential people of our generation. Do you believe good leaders/influencers need to both look and talk the part? Give an example of someone who supports your point.**



## Art of Coaching Podcast™

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### ABOUT



Join us as we dive more deeply into what it takes to change attitudes, outcomes & behaviors across a variety of world-class environments. Our guests include a wide range of professionals ranging from coaching, law enforcement, scientists, managers, military and entrepreneurs.

While I may originally be a strength and conditioning coach by trade- my work now spans across the corporate realm, military setting and beyond. If you work with people in any capacity and are fascinated by what makes them tick, this show is for you!

Each episode is packed with tactical insights as we prioritize providing you with key take-aways, instead mass produced "surface level" advice. Expect to be challenged, expect to be surprised and expect to maybe find a few laughs along the way as well.



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