



# THE CONTAGION FACTOR FORMULA™

## How contagious are you?

You are contagious. #SuperPower

You also have huge influence and control over how contagious you are.

Use this sheet to prepare for any engagement, discussion, or result you are going for.

You can pair this with the IEP Sheet and you can also use this alone.

If you're not loving the results or impact you're having, simply reverse engineer it and see what's missing. #easypeasy!

$$\frac{\left( \text{actions} \right)}{\left( \frac{\text{emotions} \times \text{intention}}{\text{presence} \times \text{self-care}} \right)} = \text{CONTAGION FACTOR}$$



## EXAMPLES

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$$\frac{\left( \text{sales conversation} \right)}{\left( \frac{\text{stressed about \$\$} \times \text{fill pipeline}}{\text{self-focused} \times \text{exhausted}} \right)} = \text{NEGATIVE, NOT HELPFUL, NO SALE}$$

$$\frac{\left( \text{sales conversation} \right)}{\left( \frac{\text{caring \& excited} \times \text{here to serve!}}{\text{other-focused \& fully present} \times \text{resourced}} \right)} = \text{POSITIVE, CLEAR, HELPFUL, LIKELY A SALE}$$

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$$\frac{\left( \text{giving feedback} \right)}{\left( \frac{\text{irritated} \times \text{get this over with}}{\text{distracted} \times \text{fatigued}} \right)} = \text{NOT HELPFUL, NOT USEFUL, RESISTED, NEGATIVE IMPACT}$$

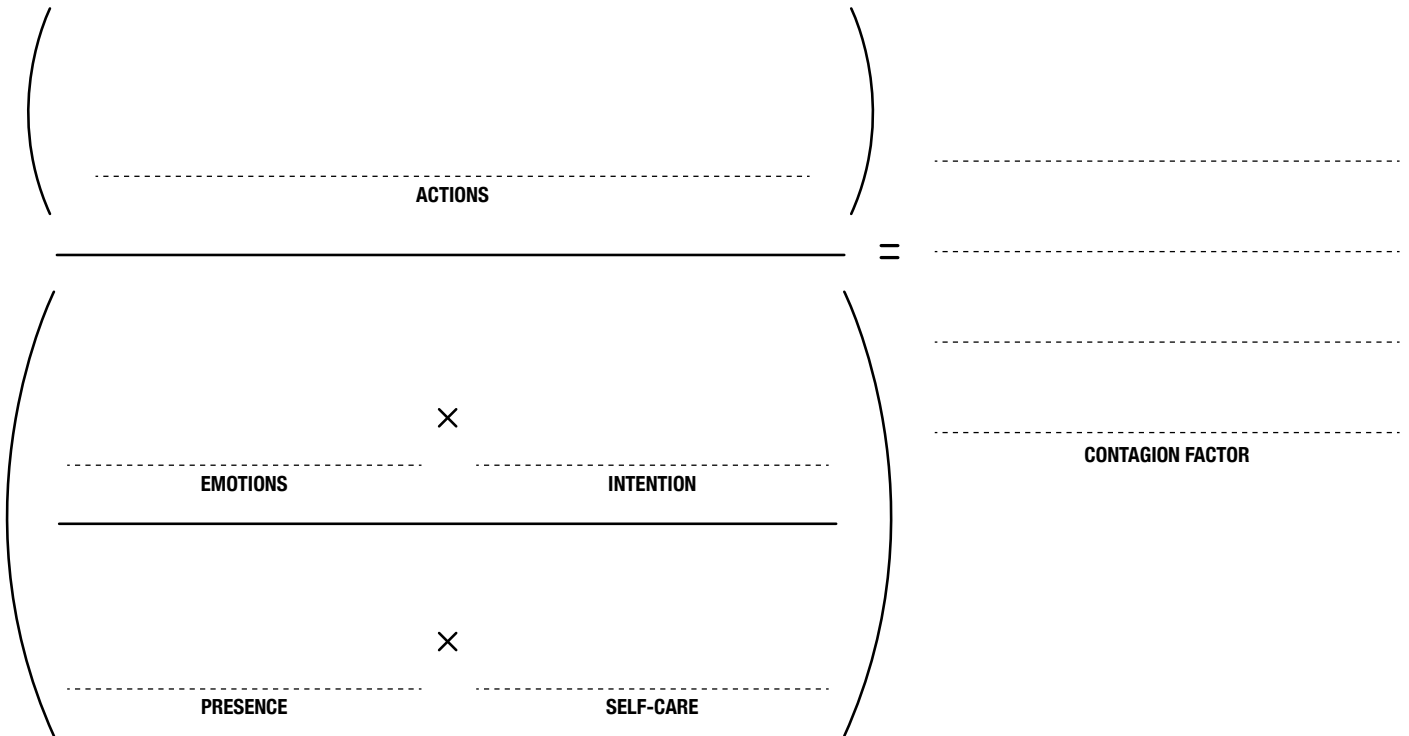
$$\frac{\left( \text{giving feedback} \right)}{\left( \frac{\text{curious \& caring} \times \text{to contribute to}}{\text{fully present} \times \text{well-resourced}} \right)} = \text{HELPFUL, USEFUL, RECEIVED, POSITIVE IMPACT}$$



PULSE CHECK

# YOUR TURN!

Plug yourself into this formula for **anything**... see what shows up. Remember, change *one* variable, you influence the rest.



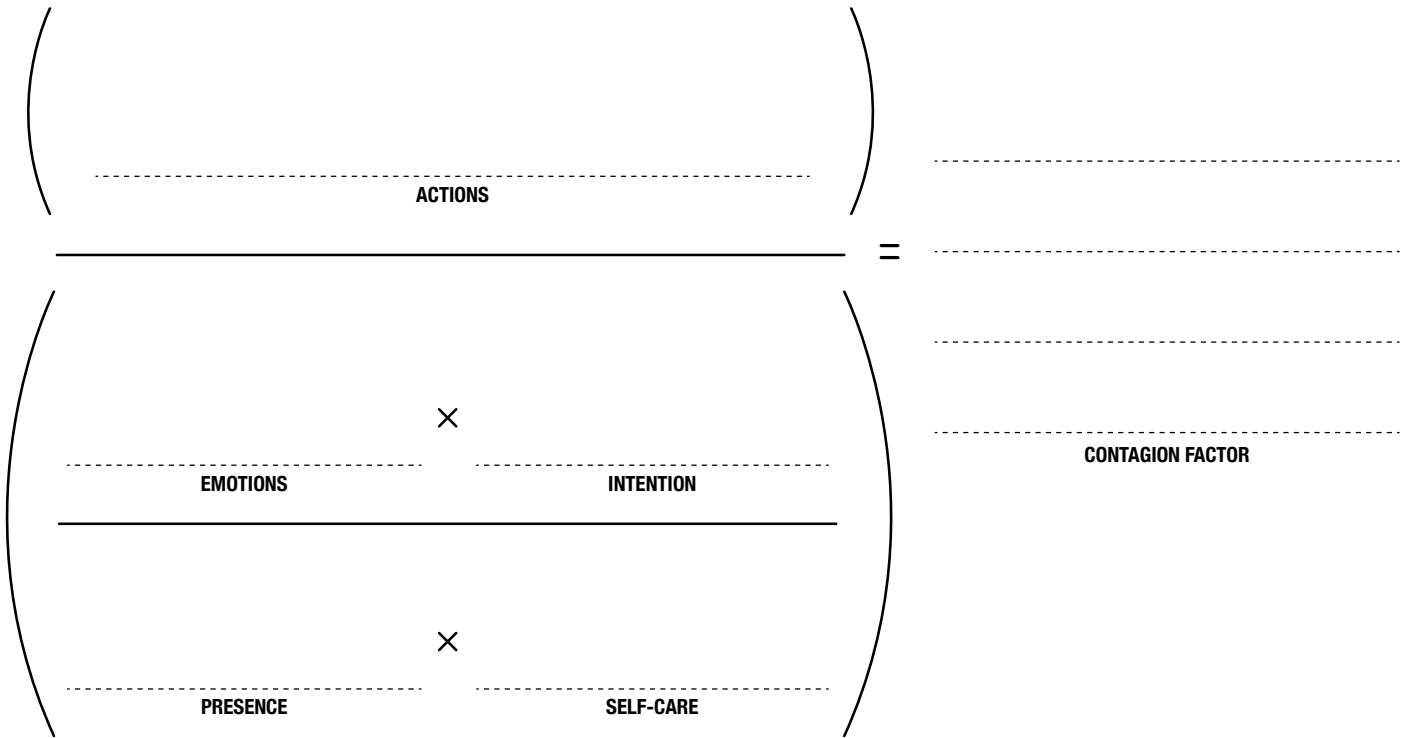
NOTES



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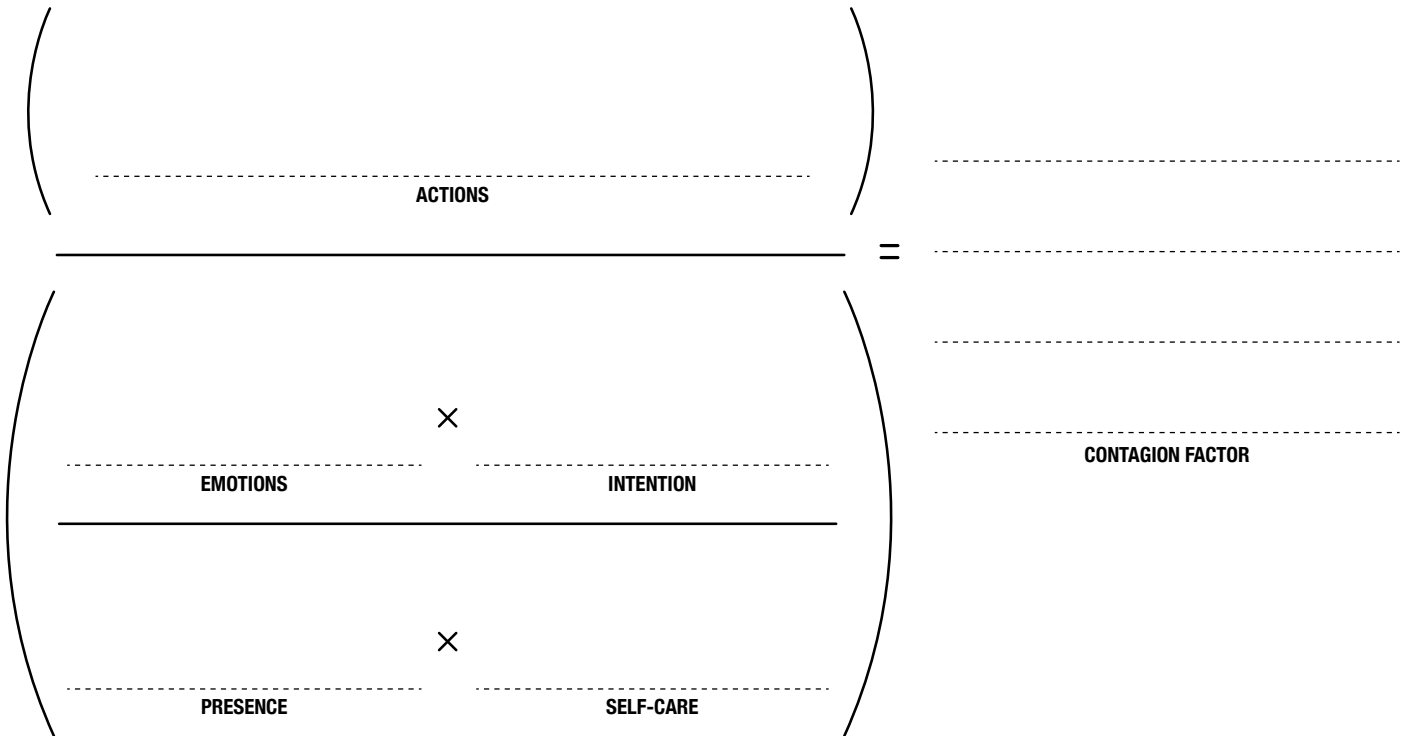
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