

The Influence We Don't Notice

Dear Friends,

I've been thinking a lot recently about **influence** — how our actions affect other people, often without us realising it.

It reminded me that seemingly small characteristics can have surprisingly large effects.

A smile, a kind word, an encouraging comment or simply showing enthusiasm can influence someone else — and their response may influence somebody else.

Our actions create ripples.

YouTube Video of the Month



This month's YouTube video is my summary of *Revenge of the Tipping Point* by Malcolm Gladwell, which explores how relatively small factors can combine to create much bigger changes.

A recent trip to the zoo brought one of the book's examples to mind. Cheetahs have remarkably little genetic diversity, and this has some fascinating consequences — including their unusual ability to accept skin grafts from other cheetahs.

Don't Worry So Much About Being Watched

There is another side to influence: **how much we worry about what other people think of us.**

The *spotlight effect* describes our tendency to overestimate how much other people notice us.

We worry about looking silly, saying the wrong thing or being judged — when most people are probably far too busy thinking about themselves.

Four years ago, I summarised [*How to Stop Worrying and Start Living* by Dale Carnegie](#). It seems like a long time ago, but a book written back in 1948 still has some surprisingly relevant advice today.

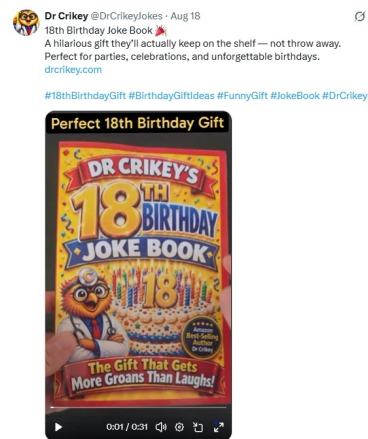
Perhaps the answer is to spend less time worrying about how we're perceived and more time becoming the person we want to be.

Learn something. Try something new. Help someone. Create something.

You don't need everyone watching.

X of the Month

I haven't been using X much recently, but I did make this little book-flip video featuring my pseudonym **Dr Crikey**.



Final Thought

We're all influencing the people around us — whether we realise it or not.

So perhaps the goal isn't to worry about what everyone thinks of us.

Focus on becoming your best self, and let the positive influence take care of itself.

Have a great month,

Chris



Chris Weatherburn
Get the most out of your life!

