

POI Training Follow-up Tip #3

Consensus



Because everybody else is doing it...

People tend to follow the crowd and do what others like them do. In the WIC clinic, we have ideas of what we'd *like* clients to do but sometimes find it difficult to get them on board. Here are some ideas to help your clinic "salt the tip jar" and get consensus working in your favor.

- **Create Consensus Boards:** Use the "I'm 5 and I Graduated" board given to motivate clients to keep their children on the program until they turn 5. Select other topics that are important to your agency and create similar boards for those as well.
- **Make a Group Activity Menu:** Post a list of the group education activities your clinic offers. Put a symbol indicating "favorites" next to those that you want better attendance in.
- **Enlist Peer Counselors:** Peer Counselors are a great example of consensus in action. Give them a strong presence anywhere you want your clients to see someone just like them.
- **Be Likable:** Use the ideas from last month's tip to make yourself even more likable. You'll find your clients will be more easy-going and likable too. It's hard to be upset in a building full of smiling people!



"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."

-John Quincy Adams



Texas WIC Power of Influence