

PETER REEVES · THE INFLUENCE EFFECT

TEAM PLAYBOOK

How to Use The Influence Effect to Build Your Team

A practical playbook for executives, pastors, coaches, and team leaders who want to build influence-driven organizations that transform people.

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THE 5-PILLAR FRAMEWORK FOR YOUR TEAM

Influence isn't just personal — it's organizational. Each pillar of The Influence Effect has a direct parallel in how your team operates, communicates, and grows together. When your team lives these pillars collectively, the culture shifts from performance to transformation. Here's what each one means at the team level — and the question every leader must answer.

PILLAR 01 **FORMATION**

Who we are becoming together

THE TEAM QUESTION

"Are the people on my team becoming better leaders through being here — or just completing tasks?"

Formation-led teams invest in each other's growth. They ask hard questions and create space for vulnerability. When you lead from who you're becoming, your team follows that depth. Character becomes the foundation of every promotion, decision, and culture shift.

PILLAR 02 **CLARITY**

What we stand for together

THE TEAM QUESTION

"Can every person on my team clearly state what we're fighting for — and what we're fighting against?"

A team without clarity moves in circles. Great teams don't just have a vision statement on the wall — they have a shared enemy, a problem they're all committed to defeating together. When your team can name that enemy, they unite around it with purpose, not just activity.

PILLAR 03

STEWARDSHIP

What God has entrusted to us

THE TEAM QUESTION

"Does every person on my team feel their contribution is stewarded and honored — not just used?"

Stewardship at the team level means treating every person, resource, and opportunity as a gift. Teams that practice stewardship give credit freely, develop one another generously, and build cultures where people feel seen and valued for more than what they produce.

PILLAR 04

ACTION

What we're obediently doing together

THE TEAM QUESTION

"Is my team moving with bold, obedient action — or stuck in planning and permission-seeking?"

Action-oriented teams don't wait for perfect conditions. They move on conviction, course-correct in motion, and build momentum that pulls others forward. When the leader moves first, the team learns what going all in actually looks like.

PILLAR 05

LEGACY

What will outlive all of us

THE TEAM QUESTION

"Are we building something that will matter in 10 years — and are we developing the leaders who will carry it?"

Legacy-minded teams build for the next generation, not just the next quarter. They develop leaders who will eventually surpass them, pass down values that outlast any one person, and measure success by transformation — not just output. Legacy is the long game.

"Influence doesn't happen overnight — you build it through daily actions, intentional decisions, and consistent discipline."

— Peter Reeves, *The Influence Effect*

COMMON TEAM CHALLENGES & CONSEQUENCES

Every team has influence — the question is whether it's building or eroding. These are the real challenges leaders face when the 5 pillars are absent, and the compounding consequences that follow when nothing changes. Understanding these patterns is the first step to addressing them.

The Performance Mask

Team members show up professionally but are emotionally absent. They deliver output but not heart. No real formation is happening — just activity dressed up as growth.

IF UNADDRESSED

Top performers burn out or leave. Culture becomes transactional. No one goes the extra mile because no one feels seen or developed. Eventually your best people stop believing the work matters.

Vision Fog

Everyone is busy but no one can clearly articulate what you're building or why it matters. Teams without clarity don't fight for the mission — they fight each other.

IF UNADDRESSED

Talented people disengage quietly before they leave loudly. Decision-making slows. The team drifts from its purpose and settles for activity over impact. The mission becomes a memory.

The Credit Hoarder

When leaders don't model stewardship, teams become competitive rather than collaborative. People protect ideas, wins, and territory. Generosity disappears.

IF UNADDRESSED

Your best people stop growing because no one invests in them. Silos form. The most talented members find somewhere else to thrive — taking their influence with them.

Perpetual Planning

The team talks a great game but never moves. Every initiative needs more research, more approval, more preparation. Fear masquerades as thoroughness.

IF UNADDRESSED

Momentum dies. The team misses its window and watches others fill the gap they were called to occupy. Over time, the culture learns that movement is optional — and it acts accordingly.

The Revolving Door

Teams without legacy thinking constantly restart. Institutional knowledge walks out with every departure. No mentoring pipeline, no succession thinking.

IF UNADDRESSED

The organization never compounds. Every generation rebuilds what the last one built. The mission loses momentum with every leadership transition and never reaches its full potential.

The Invisible Influencers

In every organization, people with significant informal influence have never been developed or directed. Their influence is active whether you steward it or not.

IF UNADDRESSED

Undeveloped influencers shape culture by default. Their frustration becomes the unofficial narrative — and it spreads faster than any vision cast from the stage. Culture gets defined without you.

"Real impact comes from defining what you're fighting against. Not people — but problems. If you don't define the battle, you can't build momentum."

— Peter Reeves, *The Influence Effect*

HOW EACH PILLAR TRANSFORMS TEAM CULTURE

This isn't theory — it's a shift in how your team operates at every level. Here's what changes when each pillar is actively lived out in your organization. Read this with your leadership team and ask: where are we right now?

PILLAR	WITHOUT IT	→	WITH IT
FORMATION	People show up to perform. Growth is accidental. The team develops skills but not character. Leaders feel isolated at the top.	→	People show up to become. Growth is intentional. Character is the foundation of every promotion and hire.
CLARITY	Meetings end without decisions. Energy scatters. People work hard but in the wrong direction. Vision is decoration.	→	Every person can state the mission and the enemy. Decisions are fast because values are clear. The team moves together.
STEWARDSHIP	Credit is hoarded. People feel used, not developed. Generosity is rare. The team competes internally.	→	Credit flows freely. People are developed, not just deployed. Generosity becomes the culture. Every win is shared.
ACTION	Ideas die in meetings. Fear blocks momentum. The team waits for perfect conditions that never come.	→	The team moves on conviction. Failure is treated as data, not death. Momentum builds on itself.
LEGACY	Every transition restarts the organization. Knowledge walks out. The mission resets with every leadership change.	→	Leaders raise up their successors. Culture is documented and passed down. The mission outlives any individual.

"You're not a leader until you raise up other leaders. It's not about holding the spotlight — it's about pointing it at the next person in line."

— Peter Reeves, *The Influence Effect*

ACTION STEPS & IMPLEMENTATION GUIDE

You don't transform a team in a meeting — you transform it through consistent, intentional practice over time. This 5-week guide gives every leader — executive, pastor, coach, or team lead — a clear path for bringing The Influence Effect framework into their team culture.

01 WEEK 1 · FOUNDATION Run the Assessment Together

Have every person on your leadership team take the Influence Effect Assessment individually. Share results in a group setting — not to expose weaknesses, but to create honest dialogue. Identify your team's shared strengths and the pillar that needs the most collective attention.

Individual assessments · Group debrief (60 min) · Identify lowest pillar

02 WEEK 2 · CLARITY Name the Enemy Together

Gather your team and ask: "What problem are we uniquely called to fight?" Not people — problems. Write it down, post it visibly, and let every decision for the next 30 days pass through that filter. A team with a shared enemy moves together.

Team workshop (60 min) · Draft shared mission · Post the enemy publicly

03 WEEK 3 · STEWARDSHIP Map Your Team's Influence

Identify every person's influence type. In 1-on-1s this week, tell each person what you see in them — not just what you need from them. For every person whose influence is undeveloped, create a specific plan to activate it before the 30 days are up.

Complete influence audit · 1-on-1s with each member · Assign development plans

04

WEEK 4 · ACTION

Move on One Bold Initiative

Identify the one bold step your team has been planning but hasn't moved on. This week, take the first concrete step. Not the whole journey — one step. Assign it, resource it, and move. Then share it publicly so everyone sees the leader going first.

Name the stalled initiative · Define one concrete step · Move publicly and share it

05

WEEK 5 · LEGACY

Build the Next Generation

Ask every leader: "Who are you pouring into?" If they can't name someone, that's your assignment. Establish a mentoring rhythm — even 30 minutes every other week — for every leader to develop the person behind them. Legacy isn't built in a program; it's built in a relationship.

Each leader names mentee · Schedule first sessions · Document the culture

30-DAY DAILY HABITS

FORMATION

Spend 10 minutes in Scripture + 5 minutes journaling one leadership truth — before checking your phone.

CLARITY

Read your top 3 non-negotiable values aloud. Let them filter your first decision of the day.

STEWARDSHIP

Give away one opportunity, one credit, or one resource. No announcement. Just faithful stewardship.

ACTION

Identify your hardest task. Do it first. Discipline in the small builds courage for the large.

LEGACY

Ask one person on your team: "What are you working on? Where are you stuck? How can I help?"

"Leadership is influence, nothing more, nothing less. But most people miss what's behind that line: influence demands intention. It demands conviction. And most of all, it demands action."

— Peter Reeves, *The Influence Effect*

YOUR TEAM'S INFLUENCE STARTS NOW.

Every great team was once a group of people who decided to become something together.

"What are you going to do with what God has put in front of you?"

— Peter Reeves

FORMATION

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