influencer

INFLUENCER TRAINING®
The New Science of Leading Change

"**Leadership is intentional influence.**" —Joseph Grenny

The best leaders know how to get individuals to work together to accomplish goals. In contrast, we struggle to enable our colleagues to complete projects on time and on budget. We do our best to motivate employees to demonstrate more concern for profitability or following procedures. We provide incentives for our sales teams to hit quota. In summary, we continually work on ways to exert our influence, but we regularly fall short.

In spite of the fact that we're routinely trying to alter behavior, few of us can articulate an effective strategy to create this behavior change. It's time this changed. By drawing from the skills of many of the world's best change agents and combining them with five decades of social-science research, Influencer Training creates a powerful and portable model for behavior change.

## Influencer Training provides skills to:

- Identify the high-leverage behaviors you should focus on
- Diagnose the real causes behind behavior problems
- Effectively motivate and enable others—regardless of formal authority
- Create behavior-change strategies that yield rapid, lasting results

Who Needs Influencer Training?

Whether you're managing a team of ten or leading a large organization, Influencer Training provides the skills you need to change the behavior of others. The course is also highly effective for those without formal authority, as well as emerging leaders.

What to Expect during Training

Influencer Training uses a combination of live training, compelling videos, and a written toolkit to aid learners. Learners will engage in extensive in-class practice, group discussions, and personal planning.

VitalSmarts®
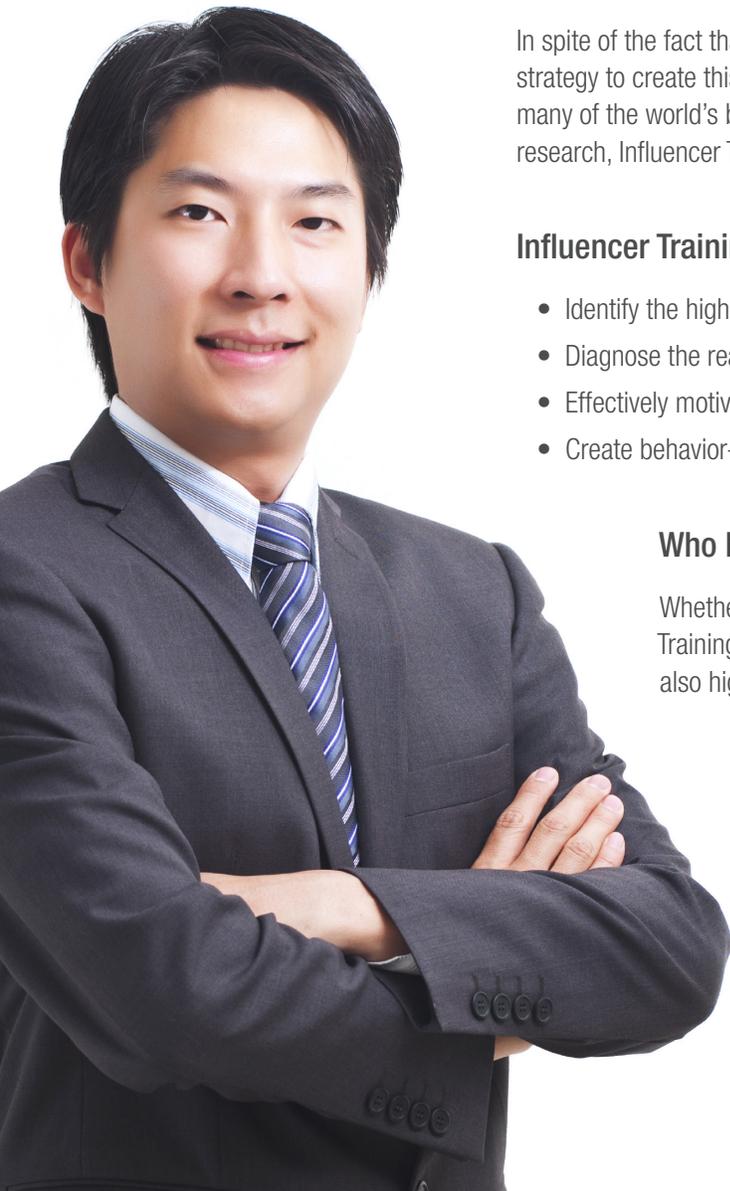
Named "Training Product of the Year" by Human Resource Executive Magazine

MIT Sloan Management Review

Named "Change Management Approach of the Year" by MIT Sloan Management Review.

Organizational Benefits of Influencer Training

Organizations around the world have turned to Influencer Training to improve bottom-line results like workplace safety, customer service, compliance, and profitability. Results include:

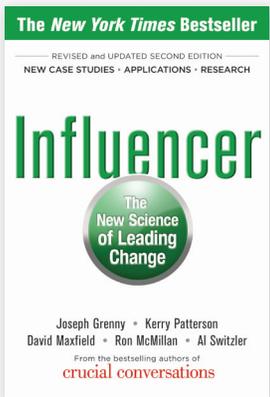Safety. Newmont Mining experienced 73% fewer serious injuries.

Customer Service. Michigan's Department of Human Services customer service rating improved by 38%.

Compliance. Spectrum Health improved hand hygiene compliance from 60% to 90% in two months.

Revenue Growth. Gallery Furniture saw a $250,000 increase in monthly sales and a 1 million dollar reduction in annual expenses.

Process Improvement. Xerox had 93% of its employees use their new Six Sigma process and more than 50% adopt it long term.

The *New York Times* Bestseller
REVISED and UPDATED SECOND EDITION
NEW CASE STUDIES · APPLICATIONS · RESEARCH
Influencer
The New Science of Leading Change
Joseph Grenny · Kerry Patterson
David Maxfield · Ron McMillan · Al Switzler
From the bestselling authors of
crucial conversations

About the Book

Our *New York Times* bestselling leadership book, included as part of the course materials, delivers a proven model for changing entrenched behaviors across small teams and entire organizations.

Become an
Influencer

Participant Materials

- Influencer Participant Toolkit
- Influencer Model card
- The Six Sources of Influence™ card
- A copy of the *New York Times* bestselling book, Influencer: The New Science of Leading Change 2nd Edition
- Influencer Audio Companion
- A course completion certificate

About VitalSmarts. An innovator in corporate training and leadership development, VitalSmarts combines three decades of original research with fifty years of the best social science thinking to help leaders and organizations change human behavior and achieve new levels of performance. We've identified four high-leverage skill sets that, when used in combination, create healthy corporate cultures. These skills are taught in the Company's award-winning training programs and *New York Times* bestselling books of the same titles: Crucial Conversations, Crucial Accountability, Influencer, and Change Anything. VitalSmarts has trained more than one million people worldwide.
www.vitalsmarts.com

THE LEADERSHIP GREEN ROOM

INFLUENCER TRAINING AVAILABLE WITH THE LEADERSHIP LOUISVILLE CENTER

Learn more at LeadershipLouisville.org
or call (502) 561-0458.

Leadership
Louisville Center