

Influencer



Strategies for Leading Change

Most chronic problems—from a corporation’s mediocre safety record or stalled product release to an individual’s inability to overcome a shopping addiction to a family’s history of verbal abuse—no matter how different they may appear at first glance, are actually the same problem. That’s right; most problems that resist our best attempts at solutions and then persist for years on end do so because we lack influence. More specifically, we lack the ability to get ourselves and others to change behavior.

Influencer is the training and strategy development process based on thirty years of research and refinement. It will enable your team to develop and implement an influence strategy that will lead to rapid, measurable, and sustainable change in behavior.

The process includes identifying results, finding and targeting vital behaviors, and applying the **six sources of influence**.

Influencer Training is ideal for individuals, teams, and organizations looking to overcome profound, persistent, and resistant problems. The training provides individuals with the skills to develop an effective and comprehensive influence strategy to overcome these problems.

Discover the Six Sources of Influence

One of the most common mistakes people make in identifying the root of a problem is assuming there is only one cause. We also commonly assume there is only one solution. VitalSmarts research reveals that people who employ four or more influence strategies are ten times more likely to achieve desired outcomes than those who use only one or two.

The Influencer Model

	Motivation	Ability
Personal	1 Make the Undesirable Desirable	2 Surpass Your Limits
Social	3 Harness Peer Pressure	4 Find Strength in Numbers
Structural	5 Design Rewards and Demand Accountability	6 Change the Environment

Influencer Training is a course that uses a combination of live facilitation, compelling videos, and highly useful tools. Engage in extensive in-class practice, group participation, and personal planning as you learn and develop the strategies for resolving tough issues. Learn how to:

- ▲ Diagnose the web of causes behind any problem and create powerful strategies for driving change.
- ▲ Identify a handful of high-leverage behaviors that, if changed, will lead to desired results.
- ▲ Rely less on formal authority and more on ways to motivate and enable others to alter their behavior.
- ▲ Use the powerful Influencer Model to develop and apply a robust influence strategy to anything from small- to large-scale cultural transformations.