IN PERSON

Influencer

THE NEW SCIENCE OF LEADERSHIP

When facing persistent, resistant challenges, leaders often surrender to poor results or invest in change efforts that waste time and resources. And yet it's possible to influence behavior with surprisingly predictable success. For the past thirty years, we've studied leaders with a proven ability to influence rapid, profound and sustainable change. And here's what we know: human behavior is grounded in six sources of influence. Effective leaders know how to leverage and apply these sources to influence real results.



WHAT IS INFLUENCER?

Influencer goes beyond corporate perks and charismatic personalities to teach a method for changing ingrained human behavior. Leaders learn how to achieve better results by changing human habits that are extraordinarily difficult to alter—especially those that mire down teams and organizations. Drawing on the skills of the world's best change agents and five decades of social-science research, Influencer teaches why people do what they do and how to help them act differently.

The in-person experience of Influencer is an engaging classroom course rich with group discussion, real-time practice, and group support and coaching. Delivered in one or two days, this in-person course offers the best in traditional learning and development.

IN PERSON

Course Details

The in-person experience of Influencer includes video-based instruction from Influencer experts, extensive in-class practice, group discussion, and personal reflection to help maximize skill transference.

COURSE MATERIALS

Learner Guide

Model Card

The Six Sources of Influence card

Copy of *Influencer: The New Science of Leadership*

Influencer Audio Companion

Course completion certificate

Day 1

8:00 a.m. **INTRODUCTION**

- Learn why influence is one of the most powerful and important capacities you possess.
- Identify influence challenges you face.
- Discover the three keys to influence—what do successful influencers do differently?
- Focus on and carefully measure the results you want.

9:35 a.m. **BREAK**

9:45 a.m. **FIND VITAL BEHAVIORS**

- Identify Crucial Moments—the moments where enacting the right behavior will have an enormous effect on results.
- Select a few high-leverage behaviors that have potential to create enormous positive change.
- Study and utilize examples of positive deviance (times when some succeed where others fail).
- Map the connections between behaviors to discover leverage.

12:00 p.m. **LUNCH**

1:00 p.m. **DIAGNOSE WHY CHANGE SEEMS IMPOSSIBLE**

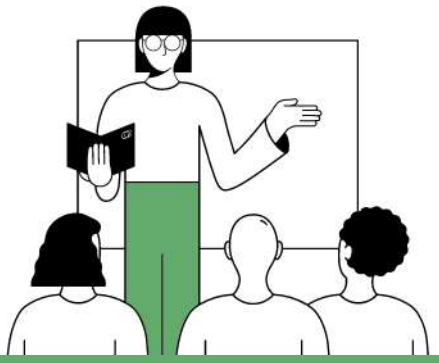
- Learn that persistent problems do not have one root cause, but multiple causes.
- Examine the Six Sources of Influence™—personal, social, and structural factors—to discover the most significant causes of the problem.
- Diagnose the problem to prescribe the most effective and comprehensive solution.

3:25 p.m. **BREAK**

3:35 p.m. **DIAGNOSE—CONTINUED**

- Apply the Six Source Model to your influence challenge.

4:30 p.m. **END OF DAY ONE**



IN PERSON

Course Details

(continued)



What's the next step?

Contact us today to learn more.

Call 0 2728 0200
e-mail: info@pacrimgroup.com
visit pacrimgroup.com

Day 2

8:00 a.m. **SOURCE 1: PERSONAL MOTIVATION**

- Make seemingly painful and undesirable behaviors painless and enjoyable.
- Help others consciously connect Vital Behaviors to values through both personal and vicarious experiences.
- Offer choice as a foundation for motivation.

9:15 a.m. **SOURCE 2: PERSONAL ABILITY**

- Be a teacher first and a motivator second.
- Invest in deliberate practice to significantly enhance personal ability.
- Consider non-obvious ability barriers.

10:45 a.m. **BREAK**

11:45 a.m. **SOURCES 3&4: SOCIAL MOTIVATION AND ABILITY**

- Harness the power of social pressure by finding strength in numbers.
- Lead the way through the principle of sacrifice.
- Identify and engage opinion leaders.

12:00 p.m. **LUNCH**

1:00 p.m. **SOURCE 5: STRUCTURAL MOTIVATION**

- Make incentives work for you by supporting, not undermining, desired behaviors.
- Link rewards to Vital Behaviors.

2:10 p.m. **BREAK**

2:20 p.m. **SOURCE 6: STRUCTURAL ABILITY**

- Change the environment to make bad behaviors harder and good behaviors easier.
- Use the power of space, data, and tools.

3:45 p.m. **BECOME AN INFLUENCER**

- Draw skillfully on the appropriate influence strategies as you create your influence plans.
- Use the power of space, data, and tools.

4:30 p.m. **END OF TRAINING**

ONLINE POST-LEARNING EXPERIENCE

- Access audio tips from authors and experts.
- Download the Influencer Challenge Planner.
- Get a printable model of Influencer principles.
- Take the Influencer assessment.
- Watch helpful videos not shown in the course.