

Strategies for Leading Change

A research-based training solution for leaders

influencer

T R A I N I N G

TRAINING
PRODUCT
OF THE YEAR



“Even if just a handful of employees implement these practices, an organization can experience enormous change.”

—Human Resource Executive Magazine

Training

- **In house**—One of our expert trainers delivers Influencer Training at a location you specify.
- **Public Workshop**—Your employees attend a two-day public workshop.
- **Trainer Certification**—Trainers or leaders from your organization become certified to train Influencer to others within your company.

Influencer Training provides proven strategies for leaders to uproot entrenched habits and execute change initiatives in teams and entire organizations.

The truth is, we all need to be better influencers. Hardly a day passes that we don't try to influence ourselves or others to do something different. We do our best to motivate employees to demonstrate more concern for profitability. We struggle to enable our teams to complete projects on time and on budget. In summary, we continually work on ways to exert our influence, but we regularly fall short.

In fact, in spite of the fact that we're routinely trying to help ourselves and others alter behavior, few of us can articulate a model of what it takes to do so. 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 changing behaviors.

Influencer Training can help you:

- Successfully lead change initiatives in your organization.
- Transform corporate culture.
- Reduce errors and project failures.
- Diagnose the real causes behind problems and create real solutions.
- Influence across the organization—with or without formal authority.



Participant Materials

- Influencer Participant Toolkit
- Influence Challenge Workbook
- Influencer Model card and Six-Source Model card
- A copy of the *New York Times* bestselling book, *Influencer: The Power to Change Anything*
- Influencer Audio Companion (six-CD audio program for strengthening your understanding and skills)
- A course completion certificate
- Post-training participant Web site: videos, exercises, assessments, additional reading, and more

About VitalSmarts

An innovator in corporate training and organizational performance, VitalSmarts is home to multiple training offerings, including Crucial Conversations®, Crucial Confrontations®, and Influencer Training™, and Change Anything Training™. Each course improves key organizational outcomes by focusing on high-leverage skills and strategies. VitalSmarts has been ranked by Inc. magazine as one of the fastest-growing companies in America six years in a row, and has taught more than two million people worldwide.

Who Should Participate?

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

What to Expect from Influencer Training

Influencer Training is a two-day leadership course that uses a combination of live training, compelling videos, and 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 causes behind any team or organizational problem.
- Identify high-leverage behaviors that, if changed, will lead to desired results.
- Rely less on formal authority to effectively motivate and enable others.
- Use six sources of influence to make organizational change inevitable.

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 all six personal, social, and structural influence strategies are ten times more likely to achieve desired outcomes than those who use only one or two.

Access Ongoing Support

VitalSmarts provides participants with post-training online resources to stimulate learning and skill development. These resources, including videos, training aids, and learning forums, provide ongoing support and reinforce key concepts.

Be an Influencer

Make profound and sustainable positive changes within your team or organization. Learn more about Influencer Training by visiting www.vitalsmarts.com or by calling us at **1.800.449.5989**.

