



# Strategies for Leading Change

A research-based training solution  
from VitalSmarts®

influencer

T R A I N I N G

*Influencer Training provides proven strategies for successfully uprooting entrenched habits, driving sustained improvement, and executing change initiatives.*

## Training

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

## Speeches

*Invite one of our New York Times bestselling authors to share principles and strategies about how to bring about positive, lasting change.*

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 complete our projects on time and on budget. We attempt to lose weight or take charge of our tempers. 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—a model that anyone can learn and apply.

## Influencer Training can help you:

- Successfully lead change initiatives.
- Transform corporate culture.
- Improve compliance with safety regulations.
- Become empowered to solve problems within your team.
- Learn to diagnose the real causes behind problems and create real solutions.
- Learn to influence across the organization with or without formal authority.

## Participant Materials

- Influencer Participant Toolkit (152-page manual)
- 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
- A subscription to the *Crucial Skills Newsletter*, a weekly e-mail service

## 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™. Each course improves key organizational outcomes by focusing on high-leverage skills and strategies. VitalSmarts has been ranked twice by Inc. magazine as one of the fastest-growing companies in America and has taught more than 2 million people worldwide.*

**1.800.449.5989**

**[www.vital-smarts.com](http://www.vital-smarts.com)**

## Who Should Participate?

Influencer Training is ideal for individuals, teams, and organizations looking to overcome profound, persistent, and resistant problems in their organization, team, or personal life. The training provides individuals at any level of an organization with the skills to develop an effective and comprehensive influence strategy to overcome these problems.

## What to Expect from Influencer Training

Influencer Training is a fifteen-hour course that uses a combination of live training, 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.

## 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 personal, social, or 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 life-long learning and skill development. These resources, including videos, training aids, and learning forums, provide ongoing support and teach additional details about key concepts.

## Be an Influencer

Make profound and sustainable positive changes within your team or organization. Learn more about VitalSmarts Influencer Training by visiting [www.vital-smarts.com/influencer](http://www.vital-smarts.com/influencer) or calling us at 1.800.449.5989.

