

# influencer

*The New Science  
of Leadership*



# Leadership Is Influence



**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.

## INFLUENCE IN ACTION

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 Influencer Model

Named The Change Management Model of the Year by *MIT Sloan Management Review*, Influencer gives organizational leaders—senior, emerging, and even those without formal authority—a powerful and portable model for achieving rapid, measurable, and sustainable behavior change.

## 01 FIND VITAL BEHAVIORS

- Identify crucial moments—the moments where behaviors can make or break results.
- Select a small number of high-leverage behaviors that will produce the greatest impact.
- Study and use examples of positive deviance, where some succeed when most fail.

## 02 DIAGNOSE WHY CHANGE SEEMS IMPOSSIBLE

- Identify the web of causes behind problem behaviors.
- Use the Six Sources of Influence to determine which causes contribute most to the problems.

## 03 APPLY THE SIX SOURCES OF INFLUENCE

Use the Six Sources of Influence to develop and apply a strategy for cultural transformation.

- Help people overcome their reluctance and resistance to change.
- Identify and master the necessary skills for success.
- Enlist support from formal leaders and opinion leaders.
- Leverage teamwork.
- Reward early successes.
- Create a supportive physical environment.

“The most important capacity you possess is your ability to influence behavior, that of yourself or others.”

—Joseph Grenny, co-author of *Influencer*



# Influence Results

Organizations around the world have turned to Influencer to improve process, profitability, safety, service, and more.



## Sales Process Improvement

**Gallery Furniture** increased sales by \$250,000 per month. The company also saw a \$1 million reduction in annual expenses.



## Safety

**Newmont Mining** experienced 73% fewer serious injuries. And **Gold Fields** saw a 60% reduction in total recordable injury frequency rate (TRIFR) in some sites and 33% decrease in regional TRIFR, equating to 25 people being saved from series injury.



## Compliance

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



## Patient Satisfaction

At **Children's Minnesota**, patient satisfaction scores jumped by 10 and 12 percentage points the first two years following training. Patient wait times also decreased in that same period.



## Process Improvement

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



## Customer Service

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



## Quality

**Menlo Innovations** reduced the number of man-hours dedicated to emergencies by 30%.



# Delivery Options and Participant Materials

Influencer is available in two modalities to meet the unique needs of your team or organization. Each modality is optimized for skill transference and an engaging learning experience.



## LIVE ONLINE

Virtual, instructor-led training delivered in six sessions (three two-hour sessions and three 90-minute sessions).

### MATERIALS

- Influencer Digital Toolkit
- Influencer Model card
- eBook of the *New York Times* bestseller, *Influencer: The New Science of Leading Change*
- Influencer Audio Companion
- Certificate of completion



## LIVE

Instructor-led, classroom training delivered as a one- or two-day course (six or twelve hours).

### MATERIALS

- Influencer Participant Toolkit
- Influencer Model card
- Copy of the *New York Times* bestseller, *Influencer: The New Science of Leading Change*
- Influencer Audio Companion
- Certificate of completion

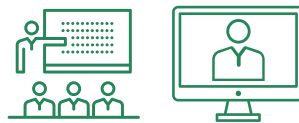
# Three Implementation Options

We offer three ways to implement training: attend a public workshop, bring in a VitalSmarts trainer, or have an internal leader get certified to train employees.



## PUBLIC WORKSHOP

Your employees attend a Live Online or Live public workshop. Visit [vital-smarts.com/events](https://vital-smarts.com/events) to find a workshop near you.



## IN-HOUSE TRAINING

Bring in a VitalSmarts Master Trainer to train the Live or Live Online course across your organization.

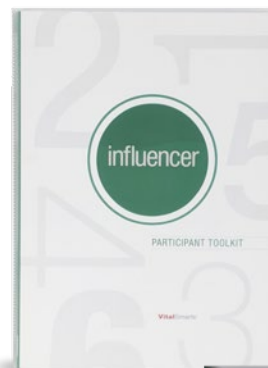


## TRAINER CERTIFICATION

Certify an internal leader to train the Live or Live Online course to employees.

“VitalSmarts Live Online training has gone so well. We have loved delivering the training at our own pace. The level of interactivity is excellent, and we’ve found it’s easy to keep everyone engaged through a four-hour training session.”

—Jennifer Dootson, d-Wise



# What People are Saying

“The Influencer model provides that framework for securing organization-wide change. Not only do we use it, we also teach it to others, and that’s because our business results and the culture of our organization prove it works. We trained our entire staff and certified eighteen people in Influencer so that we could share these same principles with our customers.”

—Rich Sheridan, CEO and Co-Founder of Menlo Innovations

“Several years ago, we started training Influencer in conjunction with a large culture change effort. This was a success and I have since trained teams to use Influencer as part of large projects that require behavior change.”

—Joe Hardell, Business Project Manager, Abbott Laboratories

“We use Influencer Training as a leadership development workshop and the language has permeated the organization. It is a practical application to influence or change behaviors and get mindshare on change initiatives.”

—Jaimee Lee, Global Organization Development Director, Emerson Automation Solutions



## Trusted By



# The VitalSmarts Touch

We offer a best-in-class learning experience, stellar customer support, and tangible results. Discover what sets us apart from the rest.



## Award-Winning Instructional Design

From our innovative training platform to our award-winning original video content, our courses are some of the highest-rated in the industry.



## Research-Backed Skills

The skills and principles we train are rooted in social science and have been demonstrated and replicated in peer-reviewed academic journals.



## Customer Satisfaction

More than 93% of our customers say they are likely to very likely to recommend VitalSmarts.



## Results

We've helped more than 300 of the Fortune 500 realize significant results using our proven methods.



# The VitalSmarts Suite

While a powerful solution in its own right, Influencer belongs to a family of courses that together help organizations build healthy and high-performance cultures that spur flawless execution and consistent innovation.

## COMMUNICATION



Dialogue



Accountability

## EFFECTIVENESS



Productivity



Performance

## LEADERSHIP



Change

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*Take the Next Step*

Bring Influencer to your organization and give your leaders greater ability to **change behavior and secure results.**

Call 1.800.449.5989 or visit us at [vital-smarts.com](http://vital-smarts.com).

## **About VitalSmarts**

Named a Top 20 Leadership Training Company, VitalSmarts is home to the award-winning Crucial Conversations®, Crucial Accountability®, Getting Things Done®, The Power of Habit™, and Influencer Training® and *New York Times* best-selling books of the same titles. VitalSmarts has consulted with more than 300 of the Fortune 500 companies and trained more than 2 million people worldwide.

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