Influencer

THE NEW SCIENCE OF LEADERSHIP

businesss L&D SOLUTIONS

Crucial Learning

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.

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

—Joseph Grenny
co-author of *Influencer*

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

INFLUENCE RESULTS

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

CUSTOMER SERVICE

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

COMPLIANCE

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

QUALITY

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

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 serious injury.

PATIENT SATISFACTION

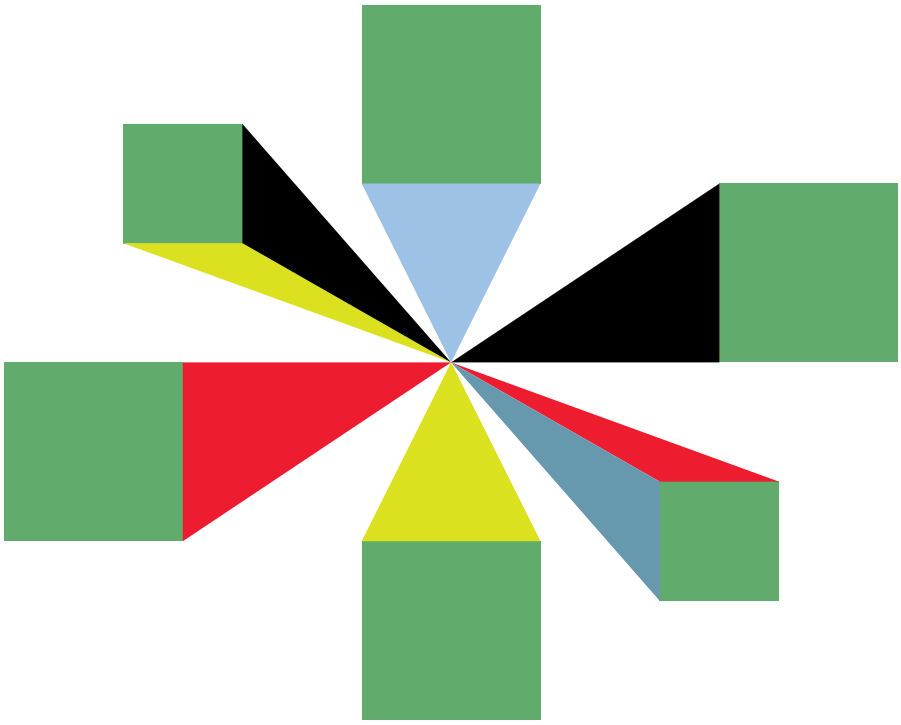
At **Children's Minnesota**, patient satisfaction scores jumped by 10 and 12 percentage points the first two years following training. Patient wait times also decreased in that same period.

SALES PROCESS IMPROVEMENT

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

PROCESS IMPROVEMENT

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



Learning Formats and Participant Materials

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

VIRTUAL

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

MATERIALS

- Influencer digital learner guide
- Influencer model card
- eBook of the *New York Times* bestseller, *Influencer: The New Science of Leading Change*
- Influencer audio companion
- Certificate of completion

IN-PERSON

Instructor-led, in-person learning delivered as a one- or two-day course (six or twelve hours).

MATERIALS

- Influencer learner guide
- Influencer model card
- Copy of the *New York Times* bestseller, *Influencer: The New Science of Leading Change*
- Influencer audio companion
- Certificate of completion

3 Delivery Options

We offer three ways to deliver learning: attend a public course, bring in a Crucial Learning trainer, or have an internal leader get certified to teach employees.

01 PUBLIC COURSE

Your employees attend a virtual or in-person public course.

Visit CrucialLearning.com/learn to find a workshop near you.

02 PRIVATE COURSE

Bring in a Crucial Learning master trainer to facilitate the virtual or in-person course across your organization.

03 TRAINER CERTIFICATION

Certify an internal leader to facilitate the virtual or in-person course to employees.

"Crucial Learning virtual learning has gone so well. We have loved delivering the course at our own pace. The level of interactivity is excellent, and we've found it's easy to keep everyone engaged"

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 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

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LOCKHEED MARTIN

Johnson & Johnson

BOEING

MAYO CLINIC

CERNER

AIR PRODUCTS

The Crucial Learning 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 learning platform to our award-winning original video content, our courses are some of the highest-rated in the industry.

RESULTS

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

RESEARCH-BACKED SKILLS

The skills and principles we teach 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 Crucial Learning.

THE CRUCIAL LEARNING 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

Crucial Conversations®
FOR MASTERING DIALOGUE

ACCOUNTABILITY

Crucial Conversations®
FOR ACCOUNTABILITY

PERFORMANCE

HABITS

The Power of Habit™

PRODUCTIVITY

Getting Things Done®

LEADERSHIP

CHANGE

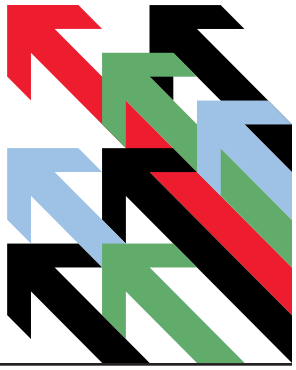
Influencer

Influencer

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 CrucialLearning.com.



ABOUT CRUCIAL LEARNING

Formerly VitalSmarts, Crucial Learning improves the world by helping people improve themselves. We offer courses in the areas of communication, performance, and leadership, focusing on behaviors that have a disproportionate impact on outcomes, called crucial skills. Our award-winning courses and accompanying bestselling books include Crucial Conversations®, Crucial Accountability®, Influencer, The Power of Habit™, *and* Getting Things Done®. *CrucialLearning.com*

Crucial Learning

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