

INFLUENCER TRAINING®

Course Details

influencer

Influencer Training combines compelling videos and extensive class exercises to give you the skills needed effectively change behavior. Whether a formal leader or an individual contributor, Influencer can help you drive the change you need.

Day One		
8:00 a.m.	Introduction	<ul style="list-style-type: none"> Learn why influence is one of the most powerful and important capacities you possess. Identify influence challenges you face across a spectrum of domains. Discover the three keys to influence—what do successful influencers do that separates them from the rest? Focus on and carefully measure the results you want.
	Break	
9:45 a.m.	Find Vital Behaviors	<ul style="list-style-type: none"> Identify Crucial Moments—the moments where enacting the right behavior will have an enormous effect on results. Select a small number of high-leverage behaviors that, if enacted, will bring about the greatest amount of positive change. Study and utilize examples of positive deviance (instances when some people succeed where most others fail). Map the connections between behaviors to discover leverage.
12:00 p.m.	Lunch	
1:00 p.m.	Diagnose Why Change Seems Impossible	<ul style="list-style-type: none"> 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 current problem. Completely diagnose the problem in order to prescribe the most effective and comprehensive solution.
	Break	
3:35 p.m.	Diagnose—Continued	<ul style="list-style-type: none"> Apply the Six Source Model to your influence challenge.
4:30 p.m.	End of Day One	

Day Two		
8:00 a.m.	Source 1: Personal Motivation	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Be a teacher first and a motivator second. Invest in deliberate practice to significantly enhance personal ability. Consider non-obvious ability barriers.
	Break	
11:00 a.m.	Sources 3&4: Social Motivation and Ability	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Make incentives work for you by supporting, not undermining, desired behaviors. Link rewards to Vital Behaviors.
	Break	
2:20 p.m.	Source 6: Structural Ability	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Draw skillfully on the appropriate influence strategies as you create your own influence plans.
4:30 p.m.	End of Training (Total classroom time = 14.5 hours)	

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

Human Resource Executive Magazine

Trainer Certification

Use our trainer certification program and Trainer Suite to enable your trainers to offer the highest quality in-house training program available today.

We also advocate leader-led training as the most effective approach for helping others acquire and retain new skills.

Participant Materials

- Influencer Participant Toolkit
- Influencer Model card
- The Six Sources of Influence™ card
- A copy of the *New York Times* bestselling book, *Influencer: The New Science of Leading Change* 2nd Edition
- Influencer Audio Companion
- A course completion certificate

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