

Influencer Training provides proven strategies to uproot entrenched habits, successfully execute change initiatives, and drive sustained improvement.

The Influencer Training Solution teaches participants proven strategies to effectively tackle even the most persistent, large-scale challenges (e.g. implementing new safety policies, increasing compliance with regulations and/or processes, increasing productivity, etc.). During the two-day, highly interactive, skill building course, participants learn how to identify the desired results, the vital or high-leverage behaviors that will lead to those outcomes, and six different sources of influence for changing those behaviors.

VitalSmarts research reveals that as participants learn to move from employing merely one or two strategies to using four or more, they are 10 times more likely to achieve the desired results. Thus, rather than focusing on one influence strategy that is likely to be insufficient to create change, participants learn to overwhelm difficult problems by creating a complete and comprehensive approach.

The Influencer Training Solution is firmly rooted in result-driven data, which clearly illustrates that using these six sources can influence rapid and sustainable change to even the most entrenched behaviors.

Here are some examples of how the Influencer Training Solution helps you:

- Lead change management initiatives
- Transform corporate culture
- Improve safety
- Influence the market rather than respond to it
- Become empowered to solve problems within your team without escalating
- Learn to diagnose the real causes and create real solutions to problems
- Learn to rely less on formal authority and more on your ideas and ability to influence others
- Increase your ability to harness the power of teamwork to get results

How the Influencer Training Solution is delivered

The Influencer Training Solution provides real application of the concepts and strategies to which the New York Times Bestselling book introduced. There are three ways in which training is delivered.

- **In-House Training**—One of our expert trainers delivers the program at your location
- **Public Workshop**—You and/or your team attend(s) a prescheduled two-day workshop
- **Train-the-trainer**—Individuals from your organization become certified to teach the course to others within your organization

Whether you want to improve quality, decrease time to market, reduce cost, bolster morale, or achieve anything else that requires people to act differently, Influencer is the solution.

For workshops in North Carolina and around the country, contact:

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