

Strategies for Leading Change

A research-based training solution from VitalSmarts®

influencer

T R A I N I N G

TRAINING PRODUCT OF THE YEAR



"Even if just a handful of employees implement these practices, an organisation can experience enormous change."

—Human Resource Executive®

Training

- **In house**—One of our experienced trainers delivers Influencer training at your offices.
- **Public Workshop**—Your staff attend a public two day training held in UK.
- **Trainer Certification**—Trainers or leaders from your organisation become certified to train Influencer to others within your organisation.

Influencer Training provides proven strategies for successfully changing bad habits and behaviours, driving sustained improvement and delivering change initiatives.

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 staff 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 fail.

In spite of the fact that we're routinely trying to help ourselves and others alter behaviour, few of us understand 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 behaviours—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 organisation with or without formal authority.

Speeches

Invite one of the Authors or our experienced trainers to share principles and strategies about how to bring about positive, lasting change.

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 programme 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 organisational performance, VitalSmarts is home to multiple training offerings, including Crucial Conversations®, Crucial Confrontations™, and Influencer Training™. Each course improves key organisational 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.

Who Should Participate?

Influencer Training is ideal for individuals, teams, and organisations looking to overcome profound, persistent, and resistant problems in their organisation, team, or personal life. The training provides individuals at any level of an organisation 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 behaviours 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 behaviour.
- 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

We provide 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, sustainable and positive changes within your team or organisation. Learn more about Influencer training by visiting www.gra.uk.com or calling us on +44 (0) 1962 779911.

GRA are a market leader in the design and delivery of innovative, personalised staff and organisational development programmes in the areas of Leadership, Management Development, Team Development, Customer Service and Project Management. We are the exclusive UK licensee for VitalSmarts, and over the last 20 years, we have trained thousands of people in hundreds of organisations across the globe. We own one of the largest Corporate Outdoor Learning Centres and ropes courses in Europe, and are the official learning and development supplier to Skandia Team GBR – the British Sailing Team in the Olympic and Paralympic classes.