

influencer

INFLUENCER TRAINING[®]

The New Science of Leading Change

“I feel most executives can benefit from the Influencer program. A robust influence strategy can help more leaders discharge their duties in a more effective manner.”

*Anders Yuen, General Manager (Nursing),
Tung Wah Hospital, Hong Kong Hospital Authority*

The best leaders know how to get individuals to work together to accomplish goals. In contrast, we struggle to enable our colleagues to complete projects on time and on budget. We do our best to motivate employees to demonstrate more concern for profitability or following procedures. We provide incentives for our sales teams to hit quota. In summary, we continually work on ways to exert our influence, but we regularly fall short.

In spite of the fact that we're routinely trying to alter behavior, few of us can articulate an effective strategy to create this behavior change. 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 behavior change.

Influencer Training provides skills to:

- Identify the high-leverage behaviors you should focus on
- Diagnose the real causes behind behavior problems
- Effectively motivate and enable others—regardless of formal authority
- Create behavior-change strategies that yield rapid, lasting results

Who Needs Influencer Training?

Whether you're managing a team of ten or leading a large organization, Influencer Training provides the skills you need to change the behavior of others. The course is also highly effective for those without formal authority, as well as emerging leaders.

What to Expect during Training

Influencer Training uses a combination of live training, compelling videos, and a written toolkit to aid learners. Learners will engage in extensive in-class practice, group discussions, and personal planning.

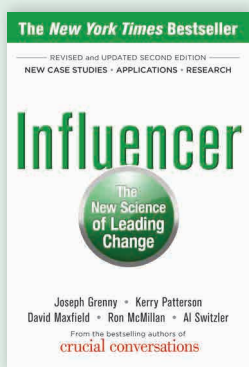




Named “Training Product of the Year”
by *Human Resource Executive Magazine*



Named “Change Management Approach
of the Year” by *MIT Sloan Management Review*.



About the Book

Our *New York Times* bestselling leadership book, included as part of the course materials, delivers a proven model for changing entrenched behaviors across small teams and entire organizations.

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*
- A course completion certificate

Training Options

In-house — One of our expert trainers delivers the program at a location you specify.

Public Workshop — Your employees attend a prescheduled, public training workshop.

Trainer Certification — Individuals or trainers from your organization are certified to teach the course within your company.

Organizational Benefits of Influencer Training®

Organizations around the world have turned to Influencer Training® to improve bottom-line results like revenue growth, process improvement, customer service, workplace safety, and compliance. Staff that have benefited from applying the Influencer Model™ and strategies include those from:

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|---------------------|------------------------|
| Abbott Laboratories | Ingersoll Rand |
| AIA | MTR Corporation |
| AkzoNobel | MCI |
| Beckman Coulter | Mindef |
| Beigene | Petronas |
| Cisco Systems | Philips |
| Citrix Systems | PricewaterhouseCoopers |
| CPF Board | Nalco (Ecolab) |
| Dell EMC | Singapore Polytechnic |
| FMC Technologies | Syngenta |
| FWD Insurance | Visa |

“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

Become an Influencer

Learn more about Influencer Training by visiting
www.tnleadership.com
or email us at info@tnleadership.com

About VitalSmarts. An innovator in corporate training and leadership development, VitalSmarts combines three decades of original research with fifty years of the best social science thinking to help leaders and organizations change human behavior and achieve new levels of performance.

About True North. As an exclusive partner of VitalSmarts, True North is licensed to offer Crucial Conversations®, Crucial Accountability®, Influencer Training® and The Power of Habit™ in Singapore and Hong Kong.



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