



Crucial Influence®

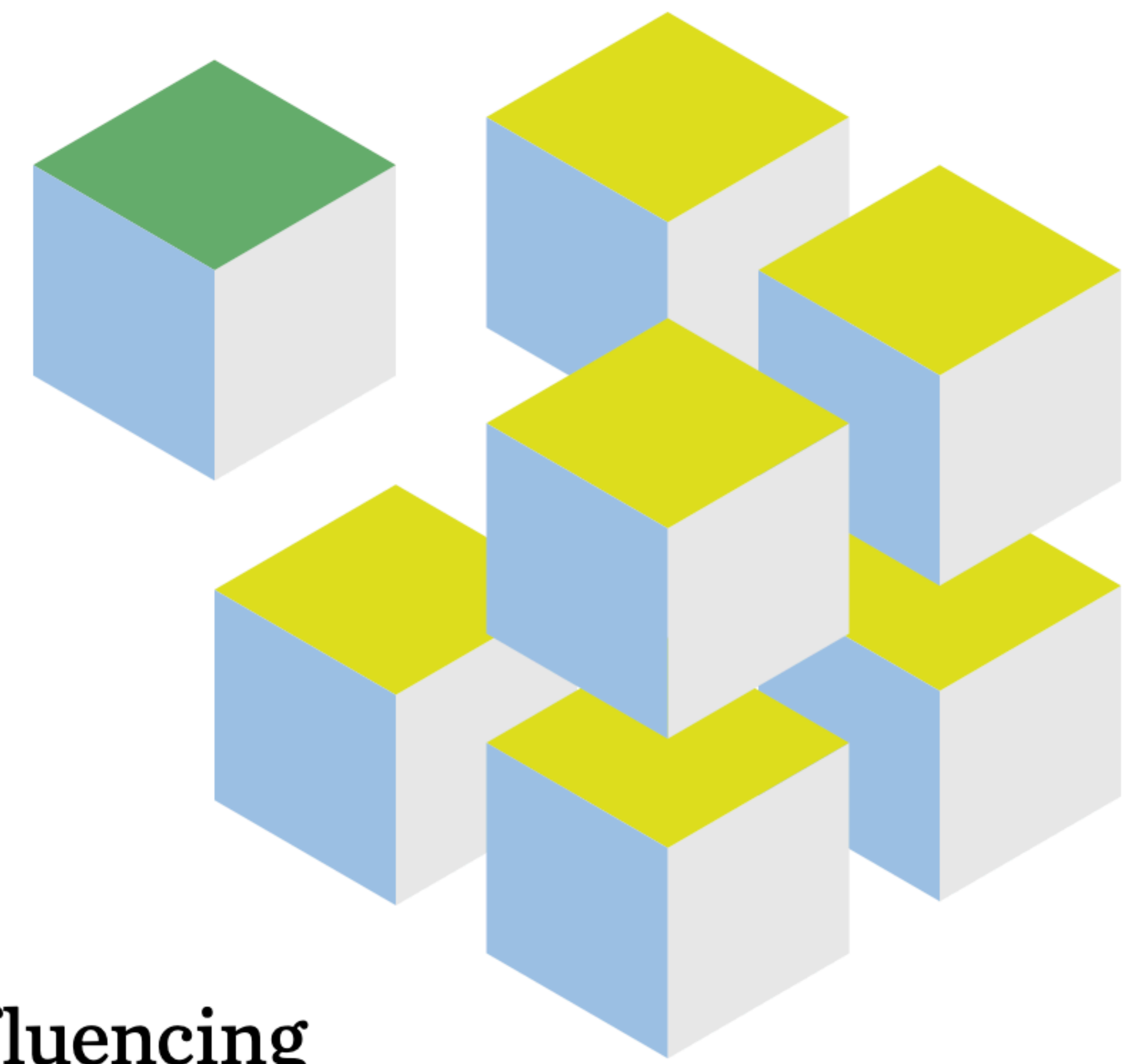
**LEADERSHIP SKILLS FOR LASTING
BEHAVIOR CHANGE**



Crucial Learning®



LEADERSHIP IS INFLUENCE



One of the greatest capacities we possess is that of influencing behavior. And yet many of us struggle to influence others for good when it matters most.

Leadership isn't simply about crafting inspiring visions, developing breakthrough products, or detailing business growth plans. Leadership is about mobilizing *others* to achieve the vision, build the product, or enact the plans.

At the end of the day, leadership is intentional influence. If behavior isn't changing, you aren't leading.



INFLUENCE IN ACTION

Crucial Influence goes beyond corporate perks and charismatic personalities to teach a method for influencing human behavior.

Why does this matter? Because *outcomes depend on people*. Whether you're launching a new product, changing safety standards, rolling out new software, or just trying to get your team to show up on time, the behavior of people—and your ability to influence it—will determine your results.



The Crucial Influence Model

Based on five decades of social science research and work with successful leaders around the world, the Crucial Influence Model reveals why people do what they do and how leaders at every level can influence behavior for lasting results. Crucial Influence reveals the personal, social, and environmental sources that shape human behavior and teaches a method for engaging these sources to change behavior.

“The most important capacity you possess is your ability to influence behavior, that of yourself for others.”

Joseph Grenny
Coauthor of *Crucial Influence*

01

FOCUS AND MEASURE

- Get clear on the results you want.
- Determine how you will measure progress and success.

02

CLARIFY VITAL BEHAVIORS

- Identify the behaviors that will generate desired results.
- Clarify *when* people should act and *what* they should do.

03

ENGAGE ALL SIX SOURCES OF INFLUENCE

- Identify barriers to change and why people struggle to do the vital behaviors.
- Tap into personal values to foster motivation.
- Help others do what they previously couldn't.
- Harness social influence to support new behaviors.
- Incentivize behaviors with the right rewards.
- Change the environment to support new behaviors.





INFLUENCE RESULTS

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

CUSTOMER SERVICE

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

COMPLIANCE

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

QUALITY

Menlo Innovations reduced the number of 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 a 33% decrease in regional TRIFR, equating to 25 people being saved from serious injury.

PATIENT SATISFACTION

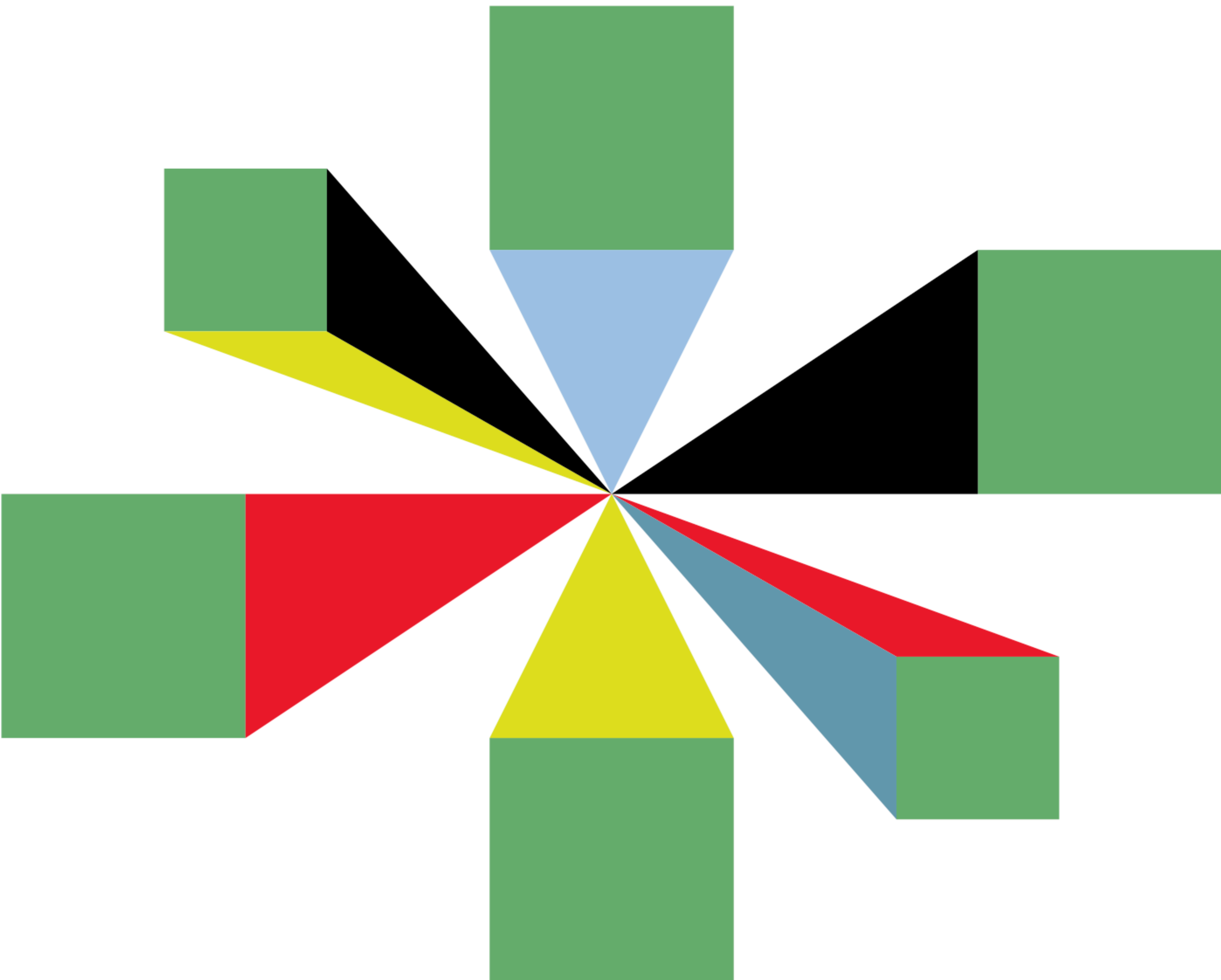
At **Children’s Minnesota**, patient satisfaction scores jumped by 10% and 12% respectively for the first two years after training. Patient wait times also decreased in that same period.

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.





3 Delivery Options

We also offer three ways to learn: 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 an on-demand, virtual, or in-person public course.

Visit CrucialLearning.com/learn to find a public course near you.

02 PRIVATE COURSE

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

03 TRAINER CERTIFICATION

Certify an internal leader to facilitate the in-person or virtual course to employees. Once certified, trainers purchase learner guides for each individual they train.

“The Influencer Training is definitely one of the BEST facilitated courses I have attended. Well-spaced in terms of timing, very relaxed atmosphere thanks to the trainer, and very professionally conducted, of course. The trainer was understanding, accommodating, patient and very knowledgeable. Well done!”

Leong Weng Ling
Chief Technology Officer - Technology Division
AIA Singapore





WHAT PEOPLE ARE SAYING

*“I highly recommend the Influencer course. In fact, I describe it as **the best training I have attended in 20 years!** We would like to run more of this training so that more people within our organization can benefit from it and begin to use the language of being an “Influencer”, and expand their capabilities in influencing people.”*

Martyn Gomersall
Senior Manager (Systems & Safety Intelligence)
MTR Corporation Limited

*“**Practical case studies and easy to understand step-by-step process.** Like that it is well-structured. Also good we got to “test” on a challenge which makes the course much more valuable.”*

Maisie Wong
Senior Manager
Ministry of Communications and Information

*“The Influencer course is one of the most meaningful to me. I remembered the trainer said that **after attending the course, you will not look at anything the same way again.** He was absolutely right!”*

Aini Hussien
HOD ICT
Elias Park Primary School





TRUSTED BY





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.

PROVEN RESULTS

We've helped nearly half of the Forbes Global 2000 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 recommend Crucial Learning.



THE CRUCIAL LEARNING SUITE

While a powerful solution in its own right, Crucial Influence 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



Crucial Influence®

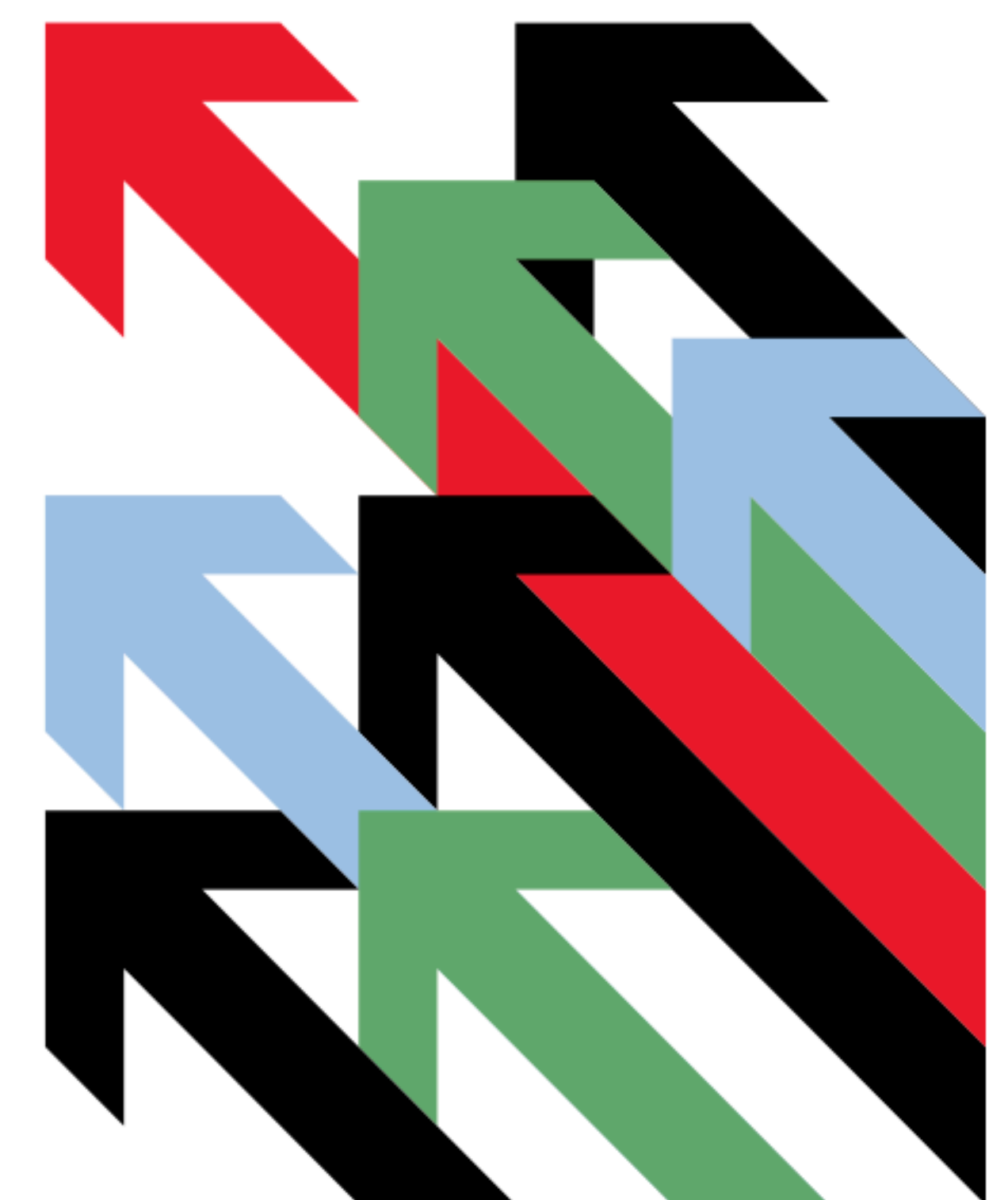


Crucial Influence®

TAKE THE NEXT STEP

Bring Crucial Influence to your organization and give your leaders greater ability to **change behavior and secure results**.

Call +65 6384 3348 (SG) or +852 2159 9164 (HK),
email: info@tnleadership.com
or visit us at tnleadership.com



True North is the exclusive authorised partner for Crucial Learning in Singapore and Hong Kong.

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®, Crucial Influence®, The Power of Habit™, and Getting Things Done®. CrucialLearning.com

