



Influencer

THE NEW SCIENCE OF LEADERSHIP



Crucial Learning

LEADERSHIP IS INFLUENCE



When facing persistent, resistant challenges, leaders often surrender to poor results or invest in change efforts that waste time and resources. And yet it's possible to influence behavior with surprisingly predictable success.

For the past thirty years, we've studied leaders with a proven ability to influence rapid, profound and sustainable change. And here's what we know: human behavior is grounded in six sources of influence. Effective leaders know how to leverage and apply these sources to influence real results.



INFLUENCE IN ACTION

Influencer goes beyond corporate perks and charismatic personalities to teach a method for changing ingrained human behavior.

Leaders learn how to achieve better results by changing human habits that are extraordinarily difficult to alter—especially those that mire down teams and organizations. Drawing on the skills of the world's best change agents and five decades of social-science research, Influencer teaches why people do what they do and how to help them act differently.



INFLUENCE RESULTS

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

CUSTOMER SERVICE

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

COMPLIANCE

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

QUALITY

Menlo Innovations reduced the number of man-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 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 percentage points the first two years following 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.



The Influencer Model

Named The Change Management Model of the Year by *MIT Sloan Management Review*, Influencer gives organizational leaders—senior, emerging, and even those without formal authority—a powerful and portable model for achieving rapid, measurable, and sustainable behavior change.

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

—Joseph Grenny
co-author of *Influencer*

01

FIND VITAL BEHAVIORS

- Identify crucial moments—the moments where behaviors can make or break results.
- Select a small number of high-leverage behaviors that will produce the greatest impact.
- Study and use examples of positive deviance, where some succeed when most fail.

02

DIAGNOSE WHY CHANGE SEEMS IMPOSSIBLE

- Identify the web of causes behind problem behaviors.
- Use the Six Sources of Influence to determine which causes contribute most to the problems.

03

APPLY THE SIX SOURCES OF INFLUENCE

- Use the Six Sources of Influence to develop and apply a strategy for cultural transformation.
 1. Help people overcome their reluctance and resistance to change.
 2. Identify and master the necessary skills for success.
 3. Enlist support from formal leaders and opinion leaders.
 4. Leverage teamwork.
 5. Reward early successes.
 6. Create a supportive physical environment.



WHAT PEOPLE ARE SAYING

“The Influencer model provides that framework for securing organization-wide change. Not only do we use it, we also teach it to others, and that’s because our business results and the culture of our organization prove it works. We trained our entire staff and certified eighteen people in Influencer so that we could share these same principles with our customers.”

Rich Sheridan

CEO and Co-Founder of Menlo Innovations

“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

“We use Influencer as a leadership development workshop and the language has permeated the organization. It is a practical application to influence or change behaviors and get mindshare on change initiatives.”

Jaimee Lee

Global Organization Development Director,
Emerson Automation Solutions



TRUSTED BY

Deloitte.

ESTÉE LAUDER



MERCK

Google



Swiss Re



NOVARTIS

Johnson & Johnson

syngenta

BARRY CALLEBAUT



Get in touch with Shivangi



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Learning Formats and Participant Materials

Influencer is available in two formats to meet the unique needs of your team or organization. Each format is optimized for skill transference and an engaging learning experience.



VIRTUAL

Virtual instructor-led learning delivered in six sessions (three two-hour sessions and three 90-minute sessions).

MATERIALS

- Influencer digital learner guide
- Influencer model card
- eBook of the *New York Times* bestseller, *Influencer: The New Science of Leading Change*
- Influencer audio companion
- Certificate of completion



IN-PERSON

Instructor-led, in-person learning delivered as a one- or two-day course (six or twelve hours).

MATERIALS

- Influencer learner guide
- Influencer model card
- Copy of the *New York Times* bestseller, *Influencer: The New Science of Leading Change*
- Influencer audio companion
- Certificate of completion





Shivangi Walke

Master Trainer and Executive Coach Founder Thrive with Mentoring

AREAS OF EXPERTISE

- Pharmaceuticals
- Insurance
- Technology
- Manufacturing
- Organization Development
- Talent Management
- Coaching
- Personality Profiling
- Leadership Development

NOTABLE CLIENTS

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|--------------|----------------------|
| Air Bus | Google |
| Novo Nordisk | Bristol-Myers Squibb |
| Syngenta | Novartis |
| J and J | Roche |
| Swiss Re | Pfizer |

EDUCATION

Executive Coaching
Ashridge Business School, UK

MSc Degree
Middlesex University, UK
Organizational Development

MA Degree
TISS, India
Human Resources Management

Bachelor Degree
Mumbai, India
Biomedical Engineering

Shivangi is a Master Trainer, Leadership Branding Coach and Founder of the vibrant non-profit organisation thrivewithmentoring.com. She regularly designs leadership development interventions, consults and coaches senior teams, and conducts worldwide executive programs and workshops.

Prior to establishing her own coaching and leadership development practice, Shivangi gained over 17 years of corporate experience in diverse industries: Pharmaceuticals, Reinsurance, Agrochemicals, Manufacturing & Professional Services. Her cross-functional experience ranges from talent management to business development and from HR to consulting.

Known for her compelling drive, Shivangi has trained and coached leaders and management teams in over 40 countries globally. This experience makes her a very versatile and cross-culturally adaptable trainer. The words most often used by leaders to describe their interaction with Shivangi are 'evocative, dynamic and transformational'.

As a trainer, Shivangi has a very facilitative and result-oriented style. She takes great care in ensuring that participants feel comfortable and motivated to experiment immediately with the skills learned. Shivangi has many long term and repeat customers, a testament to the value she adds not just as a trainer but as someone who closely works on organizational development. She regularly uses her focused skills for team and one-on-one coaching.



Shivangi's ability to create a safe learning environment in which we could have candid conversations on delicate issues was transformational to the functionality of my management team. Thank you!

VP Marketing, Fortune 100 Conglomerate



Get in touch with Shivangi



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