



Influencer



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# THE NEW SCIENCE OF LEADERSHIP

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.



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## WHAT IS INFLUENCER?

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.

The virtual experience of Influencer incorporates group discussion, video case-studies, personal reflection, and engaging exercises into a fast-paced learning experience that enables participants to develop an influence plan.



# Course Details

*The experience of Influencer includes video-based instruction from Influencer experts, extensive in-class practice, group discussion, and personal reflection to help maximize skill transference.*

## COURSE MATERIALS

Learner Guide

Model card

Ebook of the *New York Times* bestseller *Influencer*

Influencer Audio Companion

Course completion certificate

### SESSIONS

### LEARNING OBJECTIVES

SESSION 1:  
**INTRODUCTION & FIND VITAL BEHAVIORS**

2 hours

- What is influence?
- Clarify measurable results
- Focus on behavior
- Identify crucial moments

SESSION 2:  
**FIND VITAL BEHAVIORS CONTINUED**

90 minutes

- Select Vital Behaviors
- Study and utilize positive deviance
- Find leverage

SESSION 3:  
**DIAGNOSE**

2 hours

- Learn that persistent problems do not have one root cause, but multiple causes.
- Examine the Six Sources of Influence™—personal, social, and structural factors—to discover the most significant causes of the problem.
- Diagnose the problem to prescribe the most effective and comprehensive solution.

SESSION 4:  
**PERSONAL MOTIVATION & ABILITY**

90 minutes

- Learn the root cause of problems.
- Examine the Six Sources of Influence.

SESSION 5:  
**SOCIAL MOTIVATION & ABILITY, STRUCTURAL MOTIVATION**

2 hours

- Harness social influence to encourage and enable.
- Identify opinion leaders.
- Make incentives work for you by supporting, not undermining, desired behaviors.
- Link rewards to Vital Behaviors.

SESSION 6:  
**STRUCTURAL ABILITY & BECOME AN INFLUENCER**

90 minutes

- Change the environment.
- Use the power of space, data, and tools.
- Draw on influence strategies to execute on your own influence plans.

