

Influencer Training™ Course Details

Influencer Training uses compelling videos extensive class exercises. In the training you will learn how to develop your own influence strategy.

Day One		
	Lesson	What You Will Learn
8:00 A.M.	Introduction	<ul style="list-style-type: none"> Learn why influence is one of the most powerful and important capacities you possess. Meet Influencers from across the world that have taken on massive change initiatives and have been enormously successful through effective behavior change. Be introduced to the Influencer Model—a remarkable model for bringing about rapid and sustainable change.
9:00 A.M.	Clarify Measurable Results	<ul style="list-style-type: none"> Identify the results you want to achieve—outcomes that are specific and measurable, what you really want, and time bound.
	Break	
9:50 A.M.	Find Vital Behaviors	<ul style="list-style-type: none"> Identify a small number of high-leverage behaviors that, if enacted, bring about the greatest amount of positive change. Identify crucial moments—the moments where enacting the right behavior will have an enormous effect on results. Study and utilize examples of positive deviance (instances where some people succeed where most others fail).
	Break	
12:00 P.M.	Lunch	
1:00 P.M.	Diagnose Why Change Seems Impossible	<ul style="list-style-type: none"> Learn that persistent problems do not have one root cause, but multiple causes. Examine the Six Sources of Influence—important personal, social, and structural factors—to discover the most significant causes of the current problem. Completely diagnose the problem in order to prescribe the most effective and comprehensive solution.
	Break	
	Break	
3:35 P.M.	Workbook Activity	<ul style="list-style-type: none"> Apply the influence strategies to your own needs.
4:30 P.M.	End of Day One	

Day Two		
8:00 A.M.	Source 1: Personal Motivation	<ul style="list-style-type: none"> Make seemingly painful and undesirable behaviors painless and enjoyable Help others and yourself consciously connect vital behaviors to values through personal and vicarious experiences.
	Break	
10:20 A.M.	Source 2: Personal Ability	<ul style="list-style-type: none"> Invest in deliberate practice to significantly enhance personal ability.
	Break	
11:20 A.M.	Source 3: Social Motivation	<ul style="list-style-type: none"> Harness the power of peer pressure in enacting desired behaviors.
12:00 P.M.	Lunch	
1:00 P.M.	Source 4: Social Ability	<ul style="list-style-type: none"> Use others to enable and empower positive and meaningful behavior change.
1:25 P.M.	Source 5: Structural Motivation	<ul style="list-style-type: none"> Learn strategies for effectively using incentives—make incentives work for you by supporting, not undermining, desired behaviors.
	Break	
2:20 P.M.	Source 6: Structural Ability	<ul style="list-style-type: none"> Utilize the power of your environment to make desired behaviors inevitable.
	Break	
3:20 P.M.	Become an Influencer	<ul style="list-style-type: none"> After examining the Influencer Model, strategize how to put it to work on your challenge.
3:35 P.M.	Workbook Activity	<ul style="list-style-type: none"> Create a comprehensive influence strategy aimed at helping you and others change undesirable behaviors and enact the positive vital behaviors that bring about meaningful and lasting change.
4:30 P.M.	End of Training	

(Total classroom time = 15 hours)

Trainer Certification

Use our trainer certification program and Trainer Resource Kit to enable your trainers to offer the highest quality in-house training program available today. We also recommend leader-led training (certifying managers) as the most effective approach for helping employees acquire and retain new skills.



Participant Materials

- Influencer Participant Toolkit (152-page manual)
- Influencer 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 program 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

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