

Frequently Asked Questions

influencer

VitalSmarts Influencer Training provides proven strategies to uproot entrenched habits, successfully execute change initiatives, and drive sustained improvement.

Influencer Content

Define Influencer

Q. What is the Influencer Training Solution?

A. The Influencer Training Solution teaches participants proven strategies to effectively tackle even the most persistent, large-scale challenges (Challenges such as implementing new safety policies, increasing compliance with regulations and/or processes, increasing productivity, etc.). During the two-day, highly interactive skill building course participants learn how to identify the result they want, the vital or high-leverage behaviors that will lead to those results, and six different sources of influence for changing those behaviors. Rather than focusing on one influence strategy that is likely to be insufficient to create change, participants learn to overwhelm difficult problems by creating a complete and comprehensive change strategy. VitalSmarts research reveals that as participants learn to move from employing merely one or two strategies to using four or more, they're ten times more likely to achieve the desired results.

Public training schedule:

Sep. 23 – 26 Chicago, IL

Sep. 30 – Oct. 3 Washington DC

Oct. 14 – 17 Irvine, CA

Oct. 28 – 31 Atlanta, GA

Nov. 11 – 14 Phoenix, AZ

Q. What can Influencer do for my organization?

A. Participants will learn to marshal a variety of influence strategies in a way that solves problems that have typically stumped organizations for years—even decades. By learning how to diagnose the root causes behind persistent problems as well as how to make the best use of a whole host of influence strategies, participants develop tools that can and have been applied to virtually any problem. Whether you want to improve quality, decrease time to market, reduce cost, bolster morale, or achieve anything else that requires people to act differently, then Influencer provides the solution.

Six Sources

Q. What are these Six Sources of Influence?

A. The Six Sources of Influence explore two questions that lie at the heart of change: “Can others do what’s required?” And “Will they want to do it?” To dive deeper into both motive and ability, the Six-Source Model explores individual, social, and structural domains. Each provides additional insight into how to motivate and enable others.

Productivity

Q. How could Influencer Training help with improving productivity?

A. Influencer helps you develop strategies to target key behaviors that, when adopted or abandoned, will create desired organizational outcomes. The power to identify, uproot, and change resistant behavioral patterns allows you to create a healthier environment that fosters productivity.

Customer Service

Q. How could Influencer improve customer service?

A. A recent survey of more than 1,600 respondents found that consumers are most likely to buy when the customer service reps exhibit behaviors that are focused on the customers' needs, such as indentifying their pains, and then helping them solve their problems. Influencer Training teaches you how to create a strategy (reward system, coaching, sales scripts etc.) that encourages employees to effectively and willingly adopt these behaviors.

Patient Safety

Q. How could Influencer help with improving patient safety?

A. Every year, hospital-acquired infections cause 98,000 deaths and affect 2 million patient lives in the U.S. The causes may appear simple, such as failure to follow hygiene guidelines, but if adopting the right behavior were easy, we would not see these alarming statistics. Influencer teaches how to rapidly identify the vast array of underlying causes behind any persistent problems, develop strategies aimed at each cause, and change how people behave—eventually creating a healthier employee and patient environment.

Book vs. Training

Q. If I purchase the book, why do I need the program?

A. The training provides a variety of influence strategies not contained in the book (the book was designed to raise issues, teach theories, and give a mere glimpse into strategies—otherwise it would have been too long). In addition to getting more hands-on strategies, participants work on an actual problem—and walk away with a detailed plan by the end of the course.

Participant Response System (PRS)

Participant Response System

Q. Why do I need the Participant Response System?

A. The Participant Response System (PRS) may be the most popular addition to our training design. Participants love it because it's both informative and entertaining. Trainers love it because it helps them immediately assess learning. This ability to instantly assess understanding helps trainers know when to move on and when to continue teaching. Rather than rely on the vocal few to see what people think and how much they understand, the Participant Response System provides a complete view of the participants' knowledge. The system is seamlessly integrated into the trainer presentation in a way that aids the trainer and both engages and teaches the participants.

Q. Why is the PRS not required for CC1 and CC2?

A. Influencer Training is the first of the VitalSmarts training programs to incorporate the new PRS technology. The new technology greatly enhances the classroom experience, but is not yet compatible with the current CC1 and CC2 Trainer Presentations.

Q. Can I do the training without the PRS?

A. No, and based on field testing, you wouldn't want to.

Q. How much is the PRS?

A. The base receiver unit is \$250. The participant responders, or remotes, are \$40 per unit. Using the PRS is essential to the experience for both trainers and participants. You will also want to purchase a few additional remotes in case you accidentally misplace one, or someone forgets to return a remote.

Q. How many Participant Responders do I need?

A. Each participant in your class needs his or her own remote. The average class size is 10-35 participants, but you should purchase enough remotes to meet the needs of your largest class size. You will also want to purchase a few additional remotes in case you accidentally misplace one, or someone forgets to return a remote.

The PRS sets may be shared so that organizations with more than one Certified Trainer do not need to purchase a set for every trainer; however, be sure to purchase enough systems to meet the needs of your trainers who teach simultaneously or in different locations.

Q. What happens if the equipment does not work or fails during the training? Will I be able to continue with the training?

A. The training experience will be greatly affected. It is advisable that you always have additional remotes on hand to ensure seamless execution.

Influencer vs. Crucial Conversations or Confrontations

Influencer vs. Crucial Conversations or Crucial Confrontations

Q. How does Influencer differ from Crucial Conversations or Crucial Confrontations?

A. Crucial Conversations and Crucial Confrontations teach face-to-face interpersonal skills. Crucial Conversations teaches the methods, scripts, and language that encourage open dialogue. It instructs how to surface ideas so that individuals can make the best choices and then act on those choices with unity and conviction.

Once decisions have been made and assignments have been given, people go out and act on those assignments. Should people fail to live up to their promises, Crucial Confrontations teaches what to do and say in a way that solves the problem—as well as builds the relationship. Given this emphasis on dealing quickly, directly, and professionally with violated expectations and broken promises, Crucial Confrontations greatly improves accountability, execution, and performance.

Influencer teaches how to think about and create plans for solving persistent problems. Since it doesn't teach face-to-face skills, it contains no rehearsals. Instead, Influencer teaches conceptual tools for identifying root causes and developing influence strategies. After participants master the ideas of the course, they then apply them to an actual problem by creating a comprehensive plan for change.

Q. Why do I need Influencer Training if there are shared skills between it and Crucial Confrontations?

A. Personal communication is an essential part of influence, but it is not the only part. Communication can go a long way in informing the need to change, but with persistent and resistant problems, other forces have to be dealt with as well. Many problems to persist because a variety of forces motivate and enable existing behavior. For example, the reward structure motivates the wrong behavior and peer pressure pushes people in the wrong direction. And when it comes to ability, if individuals don't know how to do what's required, training and deliberate practice will be needed. In some cases, people can only be enabled through a change in the physical environment. Only through developing a comprehensive strategy that includes a complete diagnosis along with a vast array of influence tools can you overwhelm and forever solve problems that have been around for years.

Six Sources

Q. How do the Six Sources of Influence differ between Influencer and Crucial Confrontations?

A. In Crucial Confrontations Training, participants learn to use the Six Sources as a framework for diagnosing the underlying cause behind an individual's failure to comply with a known standard, such as established performance levels, team ground rules, company policy, personal commitments, government regulations, safety standards, etc. Participants learn how to, in a single conversation, diagnose the difference between motivation and ability barriers and then to come to a mutually agreed upon solution for helping the individuals who are not achieving what others are able to do. Individual accountability is greatly increased because barriers to success (and often excuses) are removed.

Influencer Training provides a far more comprehensive look into the Six Sources of Influence, continues until people master this diagnostic tool, and then spends an entire day developing a whole host of influence strategies based on the Six Sources. Influencer is aimed at problems that are so widespread, persistent, and habitual that they often take the combined efforts of an entire organization to put them to rest. Crucial Confrontations helps a leader deal with a single individual in the moment. Influencer develops strategies to affect everyone into the foreseeable future.

Diagnosis

Q. Which one do I really need?

A. Again they are all important to successfully affect change. See chart below:

Influence Strategies <ul style="list-style-type: none"> • Uses six sources to create change • Typically for influencing team or organization 	Interpersonal Change Skills <ul style="list-style-type: none"> • Powerful sets of tools for creating change • Typically one-on-one and in small groups 	
<p>Influencer Strategies for Leading Personal, Team, and Organizational Change</p> <p>Strategies for solving persistent and resistant problems that require a change in behavior</p> <p>Use when:</p> <ul style="list-style-type: none"> • You need a proven approach to solving problems that have resisted traditional change efforts and may have been around for years. • Your problems are based on deeply entrenched habits • There is resistance to change • You have a history of trying to make changes and failing—leading to low credibility and confidence in any new efforts. • Problems are rooted in multiple causes requiring multiple strategies. Several factors combine to encourage behaviors you do not want, or to limit the behaviors you do want. • You want to effect change across and entire organization or system. • The changes you wish to make require far more than the ability to simply persuade a few people to alter what they're doing. 	<p>Crucial Confrontations Skills for Improving Accountability</p> <p>Tools for improving accountability, execution, and performance</p> <p>Use when:</p> <ul style="list-style-type: none"> • You see noncompliance with known policies, procedures, government standards, safety regulations, etc. • Successful execution depends on processes and people that you are accountable for in some way. • You see spotty or variable performance. • Performance has reached a plateau and is not improving. • You must conduct performance reviews. • Poor performance is repeatedly discussed, but you fail to get to the root cause. • Individuals are not keeping commitments they make. 	<p>Crucial Conversations Skills for Creating Open Dialogue and Resolving Disagreement</p> <p>Tools for improving decision making, engagement, and trust by fostering candid dialogue about high-stakes, emotionally, and politically risky topics</p> <p>Use when:</p> <ul style="list-style-type: none"> • Good ideas are not heard or remain hidden. • People withhold feedback and important information from management. • Your projects require collaboration from various individuals and stakeholders. • Important decisions must be made. • Employee engagement is low. • There are undiscussable issues. • You do not know how to start tough conversations. • People cannot resolve conflicts. • The environment seems emotional and political.

Process

Q. How will the offering be delivered?

A. Four ways:

- Public Workshop—you or your team can attend a prescheduled two-day workshop.
- Certification—Become certified to teach course within your organization.
- In-House—One of our experts can deliver the program in your offices or a place of your choosing.
- Speeches—Invite one of our best-selling authors or our master trainers to give a one-, two- or three-hour speech or workshop

Technical

Q. What computer hardware is required to run the Influencer Training?

A. Right now, we're leading with these specs (though they might go up slightly)

- 16 MB Video Card Pentium 4 1.6GHz
- 256 MB RAM
- CD-ROM Drive
- 1024x768 32-bit color display
- Windows 98SE, Windows 2000, Windows XP, Windows Vista

For audience response system functionality:

- PRS Receiver
- PRS Remotes

Q. Is there additional software required to run the Influencer Training?

A. You will need the drivers for the PRS Receiver, which we provide on the installation DVD.

Q. How much space does the install take on my computer?

A. We're expecting 3 – 4 GB. It will depend heavily on how much video we end up with.