Tips on being an Influencer

One: The most important capacity we possess is our ability to influence ourselves and others. Learn to see every important problem you face as an “influence challenge.”

Two: Skilled influencers don’t just look for “silver bullets” that will solve complex problems— influencers assess how all six sources of influence may be causing behavior that limits the desired results.

Three: You can change any behavior by identifying a handful of high-leverage behaviors that, if changed, will lead to desired results. Marshal a critical mass of the six sources of influence and change will become the path of least resistance.

Not getting the results you want?

Do any of these sound familiar? (check all that apply)

- A team struggles to achieve on-time, on-budget delivery of projects. They consistently fall into the same patterns of behavior that produce poor results.
- Safety or quality policies aren’t being followed or enforced in an organization—despite programs to increase awareness.
- An organization that has implemented Six Sigma is struggling to take it from “program of the month” to “the way we do things here.”
- Medical errors in a hospital could be dramatically reduced—if only employees changed a few key behaviors.
- A sales team is resistant to change and struggles to consistently hit quota.

Additional Influencer Resources

Let us know what other educational experiences you’d be interested in:

- Joining one of the VitalSmarts social media communities for support, advice, insight and tips
- Getting access to ground-breaking research and case studies
- Watching a 3-minute demo of Influencer Training®
- Attending a free on-demand web seminar on Influencer Training

The Big Ideas:

“Leadership is intentional influence.” —Joseph Grenny

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The Three Keys to Influence

1. Focus and Measure
   Identify the results you want to achieve.

2. Find Vital Behaviors
   Which behaviors will lead to the greatest amount of change?

3. Engage all Six Sources of Influence™

   - What might others find painful, frightening, boring or uncomfortable about the vital behaviors?
   - What knowledge or skills would make it easier for you or others to do the vital behaviors?
   - What social influence challenges are encouraging or discouraging the vital behaviors?
   - How are you or others enabling the wrong behaviors?
   - Are there costs or penalties for doing the vital behaviors?
   - What environmental factors enable the wrong behaviors?

The Influencer Model

Use Six Sources of Influence™

Find Vital Behaviors

Clarify Measurable Results

1. What do you want to achieve?
2. What few behaviors will lead to the greatest amount of change?
3. How will you motivate and enable change?

The Six Sources of Influence™

Diagnose

Influence

**PERSONAL**

- Do they enjoy it?
- Are they personally able?

- Help Them Love What They Hate
- Help Them Do What They Can’t

**SOCIAL**

- Do others motivate?
- Do others make it easier?

- Provide Encouragement
- Provide Assistance

**STRUCTURAL**

- Do “things” motivate?
- Do “things” make it easier?

- Change Their Economy
- Change Their Environment

Powerful Influencer Resources for You

Fill out the simple form below and we will e-mail you a variety of complimentary Influencer resources, including:

- Self-Assessment
- MP3 Audio Files
- Video Examples
- Award-winning Crucial Skills Newsletter Subscription (free and you can unsubscribe at any time)

Name: __________________________
Title: __________________________
Organization: __________________
Phone: _________________________
Country: ________________________
E-mail: _________________________

I am interested in someone contacting me:
☐ I would like to know more about how Influencer Training can positively impact my organization.
☐ I am interested in finding out more about VitalSmarts speakers (like the one I heard today).

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