

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

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.

The Big Ideas:

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VitalSmarts[®]
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“Leadership is intentional influence.” —Joseph Grenny

SKILL SUMMARY

VitalSmarts[®]

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™

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

Influencer Model



3

How will you motivate and enable change?

2

What few behaviors will lead to the greatest amount of change?

1

What do you want to achieve?

The Six Sources of Influence™

Diagnose

	MOTIVATION	ABILITY
PERSONAL	1 Do they enjoy it?	2 Are they personally able?
SOCIAL	3 Do others motivate?	4 Do others make it easier?
STRUCTURAL	5 Do "things" motivate?	6 Do "things" make it easier?

Influence

	MOTIVATION	ABILITY
PERSONAL	1 Help Them Love What They Hate	2 Help Them Do What They Can't
SOCIAL	3 Provide Encouragement	4 Provide Assistance
STRUCTURAL	5 Change Their Economy	6 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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