



Crucial Influence.



LEADERSHIP SKILLS FOR BEHAVIOR CHANGE

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 of influence to solve everyday leadership challenges.



WHAT IS CRUCIAL INFLUENCE?

Crucial Influence® teaches leadership skills that are essential to leaders at every level. Drawing on five decades of social science research and work with successful leaders around the world, the Crucial Influence Model reveals why people do what they do and how all leaders—from aspiring leaders to top executives—can influence others for lasting results.

Crucial Influence incorporates group discussion, video case studies, personal reflection, and engaging exercises into an active learning experience that enables learners to develop an influence plan to solve their challenges.

Course Details

Crucial Influence includes videos, polls, practice scenarios, breakout group discussions, and personal reflection to maximize skill transference.

COURSE MATERIALS

Digital Learner Guide

eBook of the *New York Times* bestseller *Crucial Influence: Leadership Skills to Create Lasting Behavior Change*

Digital course completion certificate

Six weeks of application and retention support through post-training resources and emails

What's the next step?

Give your leaders the skills to influence people—and results—for good.

Call 1-800-449-5989 or visit us at CrucialLearning.com

DAY ONE

SESSION 1:
LEADERSHIP IS INFLUENCE, CLARIFY VITAL BEHAVIORS, DIAGNOSE

2.5 hours

LEARNING OBJECTIVES

- What is influence?
- Identify the influence challenges you face as a leader that are keeping you from results.
- Clarify the vital behaviors that directly drive results.
- Examine the Six Sources of Influence—personal, social, and structural factors—to discover the causes of any behavior.

DAY TWO

SESSION 2:
DIAGNOSE CONT. & INFLUENCE WITH SIX SOURCES

2.5 hours

- Examine the Six Sources of Influence (continued).
- Diagnose why the current behavior exists to prescribe the most effective and comprehensive solution.
- Learn how to engage multiple sources of influence to overwhelm persistent and resistant behaviors.
- Help others want to do vital behaviors by connecting to values.
- Invest in deliberate practice to significantly enhance personal ability.

DAY THREE

SESSION 3:
INFLUENCE WITH SIX SOURCES, CONT. & PUTTING IT ALL TOGETHER

2.5 hours

- Harness the power of social influence.
- Identify and engage opinion leaders.
- Make incentives and consequences work for you by supporting, not undermining, desired behaviors.
- Change the environment to make bad behaviors harder and good behaviors easier.
- Practice using all the skills of Crucial Influence on a real-life case.
- Make plans to execute on your own Influence Challenge plan.

SIX-WEEK ONGOING LEARNING EXPERIENCE

- Retain learning and refine your skills.
- Receive weekly email tips and skill builders.
- Watch videos from authors and experts on how to handle influence challenges.
- Read helpful articles from experts.
- Access worksheets, job aids, and other tools to help your daily application of the skills.

