



Crucial Influence.



# LEADERSHIP SKILLS FOR BEHAVIOUR 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 behaviour 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 behaviour 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 is an engaging classroom programme rich with group discussion, real-time practice, and group support and coaching. Delivered in one day, this in-person programme offers the best in traditional learning and development.

# Programme Details

*Crucial Influence includes video-based instructions from Crucial Influence experts, extensive in-class practice, group discussion, and personal reflection to help maximise skill transference.*

## PROGRAMME MATERIALS

Learner guide

*Copy of Crucial Influence: Leadership Skills to Create Lasting Behaviour Change*

Programme completion certificate

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

## What's the next step?

If your organisation could benefit from the skills taught in Crucial Influence, contact us today to learn more.

Call 012 345 6281 or visit us at [humanedge.co.za](http://humanedge.co.za)

### 9:00 a.m. LESSON 1: LEADERSHIP IS INFLUENCE

- What is influence?
- Identify the influence challenges you face that are keeping you from results.

### 9:45 a.m. LESSON 2: CLARIFY VITAL BEHAVIOURS

- Clarify the vital behaviours that directly drive results.

### 10:45 a.m. BREAK

### 11:00 a.m. LESSON 3: DIAGNOSE

- Examine the Six Sources of Influence—personal, social, and structural factors—to discover the causes of any behaviour.

### 12:00 p.m. LUNCH

### 1:00 p.m. LESSON 3: DIAGNOSE CONTINUED

- Diagnose why the current behaviour exists to prescribe the most effective and comprehensive solution.

### 1:30 p.m. LESSON 4: INFLUENCE WITH SIX SOURCES

- Learn how to engage multiple sources of influence to overwhelm persistent and resistant behaviours.
- Help others want to do vital behaviours by connecting to values.
- Invest in deliberate practice to significantly enhance personal ability.

### 2:30 p.m. BREAK

### 2:45 p.m. LESSON 4: INFLUENCE WITH SIX SOURCES CONTINUED

- Harness the power of social influence.
- Identify and engage opinion leaders.
- Make incentives and consequences work for you by supporting, not undermining, desired behaviours.
- Change the environment to make bad behaviours harder and good behaviours easier.

### 3:30 p.m. LESSON 5: PUTTING IT ALL TOGETHER

- 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

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