

influencer

Influencer

The Power to **Change Anything**

Learn to Create Change **Strategies that Work**

You will learn to:

- ⇒ **Successfully lead** change initiatives.
- ⇒ **Diagnose the real causes** behind problems and create real solutions.
- ⇒ **Transform corporate culture.**
- ⇒ **Influence behavior** across the organization with or without formal authority.

Creating sustainable change is a constant struggle for organizations and individuals. We often lack the skills to influence the behaviors behind issues like:

- Failed initiatives
- Short-lived change efforts
- Unproductive corporate cultures
- Entrenched bad habits

Influencer draws on the best practices of many of the world's leading change agents and on five decades of social-science research to create a powerful model for changing behavior.

You'll follow the experiences of influence masters who have succeeded in solving some of the world's most profound problems. Examples ranging from major healthcare reform to reversals of destructive social behaviors to unprecedented corporate turnarounds will illustrate how a proven set of skills makes change not only achievable but sustainable.

Contact us to **book this speech today!**

In this fast-paced presentation based on the *New York Times* bestseller, and 2008 Business Book of the Year, *Influencer: The Power to Change Anything*, you will learn to create rapid and sustainable change.

Length: 1 to 3 hours

Audience: General to Executive Level

