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Influencer: The Power to Change Anything

Kerry Patterson, Joseph Grenny, David Maxfield, Ron McMillan, Al Switzler

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An influencer motivates others to change. An influencer replaces bad behaviors with powerful new skills. An influencer makes things happen.

This is what it takes to be an influencer.

Whether you're a CEO, a parent, or merely a person who wants to make a difference, you probably wish you had more influence with the people in your life. But most of us stop trying to make change happen because we believe it is too difficult, if not impossible. We develop complicated coping strategies when we should be learning the tools and techniques of the world's most influential people.

But this is about to change. From the bestselling authors who taught the world how to have *Crucial Conversations* comes *Influencer*, a thought-provoking book that combines the remarkable insights of behavioral scientists and business leaders with the astonishing stories of high-powered influencers from all walks of life. You'll be taught each and every step of the influence process-including robust strategies for making change inevitable in your personal life, your business, and your world. You'll learn how to:

- Identify a handful of high-leverage behaviors that lead to rapid and profound change.
- Apply strategies for changing both thoughts and actions.
- Marshall six sources of influence to make change inevitable.

Influencer takes you on a fascinating journey from San Francisco to Thailand where you'll see how seemingly “insignificant” people are making incredibly significant improvements in solving problems others would think impossible. You'll learn how savvy folks make change not only achievable and sustainable, but inevitable. You'll discover why some managers have increased productivity repeatedly and significantly-while others have failed miserably.

No matter who you are, or what you do, you'll never learn a more valuable or important set of principles and skills. Once you tap into the power of influence, you can reach out and help others work smarter, grow faster, live, look, and feel better, even save lives. The sky is the limit…for an Influencer.

Are you an Influencer ?

”You don't have to be a manager to realize that no one likes being told what to do. Yet lectures are still the main way we try to get people to change their behavior. Fortunately, social learning academics have been studying alternatives for decades. Patterson and his fellow consultants have now collected their findings in this engaging, example-rich book. The key message is hardly new, but it has gotten more sophisticated: Managers need to get out of the way and facilitate, not manage, the process of change for employees. They can do this by offering vicarious experiences, restructured environments, peer pressure, and frequent tests-all geared so that people embrace the change as authentic to them, not imposed by an outsider. Missing are only success stories of organizations that persuaded managers to drop their controlling habits and choose to be mere facilitators.”-John T. Landry, *Harvard Business Review*

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