

Live Online Classroom

Course Details

6 Sessions

Pre-work

- Read *Influencer*—Chapter 1
- Complete the Influencer Participant Prep Sheet

Time	Session	Learning Objectives
Day 1		
2 hours	Session 1: Introduction & Find Vital Behaviors	<ul style="list-style-type: none"> • What is influence? • Clarify measurable results. • Focus on behavior. • Identify crucial moments.
90 min	Session 2: Find Vital Behaviors (continued)	<ul style="list-style-type: none"> • Select Vital Behaviors. • Study and utilize positive deviance. • Find leverage.
Day 2		
2 hours	Session 3: Diagnose	<ul style="list-style-type: none"> • Learn the root cause of problems. • Examine the Six Sources of Influence.™
90 min	Session 4: Personal Motivation & Ability	<ul style="list-style-type: none"> • Make undesirable behaviors desirable. • Help people connect behaviors to values through personal and vicarious experience. • Invest in deliberate practice.
Day 3		
2 hours	Session 5: Social Motivation & Ability, Structural Motivation	<ul style="list-style-type: none"> • Harness social influence to encourage and enable. • Identify opinion leaders. • Make incentives work for you by supporting, not undermining, desired behaviors. • Link rewards to Vital Behaviors.
90 min	Session 6: Structural Ability & Become an Influencer	<ul style="list-style-type: none"> • Change the environment. • Use the power of space, data, and tools. • Draw on influence strategies to execute on your own influence plans.

Participant Materials

- Digital toolkit
- Model card
- *New York Times* bestseller *Influencer* ebook (delivered as EPUB file)
- Audio Companion (delivered as MP3 file)
- Digital course completion certificate

Whether you're managing a team of ten or leading a large organization, Influencer Training provides the skills you need to change behavior.

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Post-Training Site Learning Experience

- Access audio tips from the authors and other experts.
- Download the Influencer Challenge Planner.
- Get a printable model of Influencer principles.
- Take the Influencer assessment.
- Watch helpful videos not shown in the training.