



Influencer—The New Science of Leading Change

Are you trying to improve your company's performance or implement a new strategy and dealing with resistance? Are you looking to solve persistent behavior change challenges in your team or organization? Do you need to change your current culture or how things get done within your organization? If you are challenged with any of the above issues, then Influencer Training is the solution for you.

The Influencer Model was named the Change Management Approach of the Year by MIT Sloan Management Review.

According to McKinsey & Company research, 70% of organizational transformation efforts fail or fall significantly short of fulfilling their change vision. Change efforts fail when leaders narrowly look for a single cause behind their persistent problems and then try to implement quick-fix solutions. On the other hand, influencers succeed because they understand that most problems are fed not by a single cause, but by a conspiracy of causes. They merge multiple sources of influence into a strategy that can overpower even the most persistent and resistant problems.

In a recent study published in MIT Sloan Management Review, VitalSmarts researchers found that those who combine all Six Sources of Influence are ten times more likely to succeed at producing substantial and sustainable change. These results held true across areas of:

- › C-Level concerns—bureaucratic infighting, silo thinking and lack of accountability
- › Corporate change initiatives—internal restructurings, quality and productivity improvements and new product launches
- › Personal challenges—overeating, smoking, overspending and binge drinking

Learn a step-by-step strategy for exponentially increasing your power to change your greatest and most persistent challenges such as:

- › Improving on-time, on-budget delivery of projects
- › Failing to meet regulatory or contractual requirements
- › Building accountability within teams
- › Gaining 100 percent compliance with safety or quality policies
- › Moving programs like Six Sigma or Lean from “program of the month” to “the way we do things here”
- › Dramatically reducing errors and waste

Whether you’re managing a team of ten or leading a large organization, Influencer® Training provides the skills you need to affect sustainable change in the workplace behavior of others. It’s also highly effective for those without formal authority, as well as emerging leaders.

Influencer Training is a globally proven framework and system designed to affect lasting behavior

and cultural change. It provides a structured framework to address workplace challenges by developing a permanent change in behavior. It’s no coincidence that Influencer Training was named Top Training Product of the Year by Human Resource Executive Magazine and the Influencer 6-source model was conferred Change Management Approach of the Year by MIT Sloan.

Influencer Provides The Tools To:

- › Identify the high-leverage behaviors on which to focus
- › Diagnose the causes behind behavior problems
- › Effectively motivate and enable others—regardless of formal authority
- › Create behavior-change strategies that yield rapid, lasting results

Organizational Benefits

Influencer Training teaches a powerful and portable model for

executing behavior change within small teams and across entire organizations. Results may include:

- › Improved profitability
- › Improved workplace safety
- › Improved customer service
- › Improved compliance
- › Improved process improvement
- › Available Training Options

Ready to see how Influencer Training can impact your organization? NC State Industry Expansion Solutions (IES) provides the delivery options and custom solutions that fit your needs—when and where you need it.

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Industry Expansion Solutions

Industry Expansion Solutions (IES) is the engineering-based, solutions-driven, client-focused extension unit of NC State’s College of Engineering. Our broad portfolio and deep industry expertise help organizations grow, innovate and prosper. Our extensive partnerships with business, industry, education and government generate a unique culture of collaboration that provides access to cutting-edge expertise, research, and technology.

Grow Your Business With Confidence. Contact Us Today.

Visit our website: www.ies.ncsu.edu to find the IES Regional Manager nearest you. Contact us by phone: 1.800.227.0264 or email: iesservices@ncsu.edu

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