

The Influencer: The Power to Change Anything!

Register Now! Join us June 2-3, 2010, Indianapolis!!

This 2-day course is based on the award-winning New York Times bestseller.

Do you want to create sustainable change? Learn how this exciting, inspiring, easy-to-understand model can be put in place throughout Indiana to bring about sustainable change in community conditions. Find out why some have called the model “a perfect fit” for UW community impact strategy development.

Bring your community impact staff, volunteers and partners, board and other key leaders, and anyone wanting to understand long-term powerful, multi-level change strategies.

June 2-3, 2010 Indianapolis



Your Instructor:

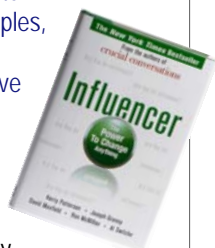
Steve Willis' career is rich in organizational change strategy, research, delivery, facilitation, and speaking. Steve has advised senior executives in a wide range of Fortune 500 companies and other organizations. He has helped them

become measurably more vital through implementing change and organizational development strategies to overcome challenges with union negotiations, organizational change, and leadership effectiveness.

Steve consistently receives accolades for his charismatic presentation style and highly effective training design. Specializing in an acute ability to wrap fun and insightful examples, anecdotes, and exercises around powerful concepts and principles, Steve delivers an entertaining and engaging presentation rich in practical theory and content.

Areas of Expertise: Healthcare, Leadership, Effectiveness, Productivity, Change Management

Education: Bachelors of Science in Sociology at Brigham Young University



This lively and interactive course is ideal for individuals, teams, and organizations looking to overcome profound, persistent, and resistant problems in their organization or community, team, or personal life. The training provides individuals at any level of an organization with the skills to develop an effective and comprehensive influence strategy to overcome these problems.

Influencer Training provides proven strategies for successfully uprooting entrenched habits, driving sustained improvement, and executing change initiatives.

Influencer Training can help you:

- ◆ Successfully lead change initiatives.
- ◆ Transform organizational culture.
- ◆ Become empowered to solve problems within your team.
- ◆ Learn to diagnose the real causes behind problems and create real solutions.
- ◆ Learn to influence across the organization with or without formal authority.

What to Expect from Influencer Training

Influencer Training is a fourteen-hour course that uses a combination of live training, compelling videos, and highly useful tools. Engage in extensive in-class practice, group participation, and personal planning as you learn and develop the strategies for resolving tough issues. Learn how to:

- Diagnose the web of causes behind any problem and create powerful strategies for driving change.
- Identify a handful of high-leverage behaviors that, if changed, will lead to desired results.
- Rely less on formal authority and more on ways to motivate and enable others to alter their behavior.
- Use the powerful Influencer Model to develop and apply a robust influence strategy to anything from small- to large-scale cultural transformations.

Proven Influencer Model Outcomes

Learn how thousands of hardened criminals and drug addicts change their lives forever; communities dramatically reduce violence against women; and the secrets to weight loss are available to anyone. One of the most common mistakes people make in identifying the root of a problem is assuming there is only one cause, and only one solution. VitalSmarts research reveals that people who employ four or more personal, social, or structural influence strategies are ten times more likely to achieve desired outcomes than those who use only one or two.

**Made possible by INRN and IaUW.
Register Now at www.iauw.org.**

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Implementation Support Available; Learn together.

INRN and IaUW will learn to implement this approach along with you. All INRN regional directors will attend, and June Miller and Lisa Hanger will attend for the 2nd time. We are excited to help you think through using this amazing model.

Participant Materials

- **Influencer Participant Toolkit** (152-page manual)
- **Influencer Challenge Workbook**
- **Influencer Model card and Six-Source Model card**
- A copy of *The New York Times* bestselling book *Influencer: The Power to Change Anything*
- **Influencer Audio Companion** (6 CD audio program for strengthening your understanding and skills)
- A course completion certificate
- Post-training participant Web site: videos, exercises, assessments, additional reading, and more
- A subscription to the *Crucial Skills Newsletter*, a weekly e-mail service

Course Location:

The Drury Inn, 8180 N. Shadeland Ave., Indianapolis, \$68/night until May 15. See separate page for hotel details.

Course Time:

Registration: 8:00 AM ET
 Course: 8:30 AM to 5:30 PM each day
 Fees include morning refreshments, snacks, and lunches. Dinner on your own.

Course Fee: \$185 each. See separate page for details. This course is an \$896 value (nonprofit rate) including \$175 for course materials alone.

Registration & Cancellation Deadline: **May 19, 2010**

Suggested Participants: Intermediate/advanced content. Executive directors, community impact staff, volunteers and partners, board and other key leaders, and those wanting to understand long-term powerful, multi-level change strategies. Bring a volunteer to help you implement the model most easily. Agencies and partners are welcome, but only if part of a UW/F participant team. They will be asked to identify the UW/F community they were invited by and associated with.

Influencer Training™ Course Details

Influencer Training combines compelling videos and extensive class exercises to give you the skills needed to develop your own influence strategy.

DAY ONE WHAT YOU WILL LEARN

Introduction

- Learn why influence is one of the most powerful and important capacities you possess.
- Meet Influencers from across the world that have taken on massive change initiatives and have been enormously successful through effective behavior change.
- Be introduced to the Influencer Model—a remarkable model for bringing about rapid and sustainable change.

Clarify Measurable Results

- Identify the results you want to achieve—outcomes that are specific and measurable, what you really want, and time bound.

Find Vital Behaviors

- Identify a small number of high-leverage behaviors that, if enacted, bring about the greatest amount of positive change.
- Identify crucial moments—the moments where enacting the right behavior will have an enormous effect on results.

- Study and utilize examples of positive deviance (instances where some people succeed where most others fail).

Diagnose Why Change Seems Impossible

- Learn that persistent problems do not have one root cause, but multiple causes.
- Examine the Six Sources of Influence—important personal, social, and structural factors—to discover the most significant causes of the current problem.
- Completely diagnose the problem in order to prescribe the most effective and comprehensive solution.

Workbook Activity

- Apply the influence strategies to your own needs.

DAY TWO WHAT YOU WILL LEARN

Source 1: Personal Motivation

- Make seemingly painful and undesirable behaviors painless and enjoyable.
- Help others and yourself consciously connect vital behaviors to values through personal and vicarious experiences.

Source 2: Personal Ability

Invest in deliberate practice to significantly enhance personal ability.

Source 3: Social Motivation

- Harness the power of peer pressure in enacting desired behaviors.

Source 4: Social Ability

- Use others to enable and empower positive and meaningful behavior change.

Source 5: Structural Motivation

- Learn strategies for effectively using incentives—make incentives work for you by supporting, not undermining, desired behaviors.

Source 6: Structural Ability

- Utilize the power of your environment to make desired behaviors inevitable.

Become an Influencer

- After examining the Influencer Model, strategize how to put it to work on your challenge.

Workbook Activity

- Create a comprehensive influence strategy aimed at helping you and others change undesirable behaviors and enact the positive vital behaviors that bring about meaningful and lasting change.

Incredible course discounts are made possible by INRN and IaUW.

Online registration is now open, at www.iauw.org!

Who Should Attend? Limited Seats! Participants are encouraged to attend in teams of at least 2, any combination of staff, volunteers, or partners.

Content Questions: Contact Lisa Hanger, 800-457-1450 x 119 or 317-923-2377 x 119 or lisa.hanger@iauw.org, or June Miller at south@inrn.org or 812-422-4100.

Registration, Hotel, & Travel Questions: Contact Iverne Russell at 800-457-1450 x 117 or iverne.russell@iauw.org.