

## Additional Info on Influencer Training

The Influencer training is based on the NYT bestseller and 2008 Business Book of the Year, *Influencer: New Science of Leading Change*. Influencer training teaches a powerful and portable model for executing behavior change within small teams and across entire organizations, including:

- LEADING WITH INFLUENCE

Influencer Training is a leadership course that teaches proven strategies to drive high-leverage, rapid, and sustainable behavior change for teams and organizations.

- MOTIVATE OTHERS

Leaders learn to master Six Sources of Influence™ that motivate and enable others to take initiative, think strategically, and improve performance.

- TRANSFORM CORPORATE CULTURE

These essential behavior improvements create a cascading effect on corporate culture, resulting in successful team and organizational initiatives, reduction in project errors and failures, and high employee engagement.