



JOSEPH GRENNY

INFLUENCER: THE NEW SCIENCE OF LEADING CHANGE

MARCH 24, 2021 | 1:00 P.M. – 4:30 P.M.

We know the best leaders comprehend the importance of getting individuals to work together to accomplish goals; however, this is easier said than done. We do our best each day to motivate employees to demonstrate more concern for what we feel is important. We even provide incentives for our teams to do great work. And still, the attempts we make to exert our influence often times still fall short in us reaching our objectives.

It is safe to say that creating sustainable change is a constant struggle for individuals and organizations. We often lack the skills to influence the behaviors behind issues like: failed initiatives, short-lived change efforts, unproductive corporate culture, and entrenched bad habits. The key to overcoming these frustrations is mastering the skill of being an intentional influencer of change.

We all need to be influencers. Hardly a day passes that we don't try to influence ourselves or others to do something new and different. Whether you're looking to improve your relationships with direct reports or inspiring employees to demonstrate more concern for profitability, you are continually working on ways to exert influence.

In spite of the fact that we're routinely trying to alter behavior, few of us can articulate an effective strategy to create this behavior change. It's time this changed! By drawing from the skills of many of the world's best change agents and combining them with five decades of social-science research, Joseph Grenny will help provide you with a powerful and portable model for behavior change.

This program will help leaders:

- Successfully lead change initiatives.
- Diagnose the real causes behind the problems and create real solutions.
- Influence behavior across the organization with or without formal authority.

Competencies Addressed: Action Oriented, Drives Engagement, Drives Results, Ensures Accountability, Instills Vision and Purpose

JOSEPH GRENNY

Joseph Grenny is coauthor of four *New York Times* bestsellers and creator of four award winning training programs of the same titles—*Crucial Conversations*, *Crucial Accountability*, *Influencer*, and *Change Anything*. Over the past twenty-five years, Joseph has taught and advised thousands of leaders on every major continent from the boardrooms of Fortune 500 companies to the community of Nairobi, Kenya. He has been cited in every major newspaper including the *New York Times*, *Los Angeles Times*, *Washington Post*, and the *Wall Street Journal*. Joseph has appeared on hundreds of radio and television programs including the Today Show, ABC News, CNN, Bloomberg, and CNBC, and contributes regularly at Forbes.com.



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