



Crucial Influence.



# LEADERSHIP SKILLS FOR BEHAVIOR CHANGE

When facing persistent, resistant challenges, leaders often surrender to poor results or invest in change efforts that waste time and resources. And yet it's possible to influence behavior with surprisingly predictable success. For the past thirty years, we've studied leaders with a proven ability to influence rapid, profound and sustainable change. And here's what we know: human behavior is grounded in six sources of influence. Effective leaders know how to leverage and apply these sources of influence to solve everyday leadership challenges.



## WHAT IS CRUCIAL INFLUENCE?

Crucial Influence® teaches leadership skills that are essential to leaders at every level. Drawing on five decades of social science research and work with successful leaders around the world, the Crucial Influence Model reveals why people do what they do and how all leaders—from aspiring leaders to top executives—can influence others for lasting results.

The on-demand experience of Crucial Influence harnesses the latest instructional design to deliver a flexible and interactive experience that translates into real behavior change.

# Course Details

*The on-demand course includes discussion boards, videos, case studies, and exercises for reflection and application so learners can develop an influence plan to solve their challenges.*

## COURSE MATERIALS

Sixty days of access for a public course

Twelve months of access for a private course

Job aids

eBook of the New York Times bestseller, *Crucial Influence: Leadership Skills to Create Lasting Behavior Change*

Digital course completion certificate

Six weeks of post-training resources and emails

## What's the next step?

Learn more about the skills taught in Crucial Influence and how they can benefit your organization. Contact us today.

**Call 1-800-449-5989 or visit us at [CrucialLearning.com](http://CrucialLearning.com)**

## Lessons

### 1 LEADERSHIP IS INFLUENCE

- What is influence?
- Identify the influence challenges you face that are keeping you from results.

### 2 CLARIFY VITAL BEHAVIORS

- Clarify the vital behaviors that directly drive results.

### 3 DIAGNOSE

- Examine the Six Sources of Influence—personal, social, and structural factors—to discover the causes of any behavior.
- Diagnose why the current behavior exists to prescribe the most effective and comprehensive solution.

### 4 INFLUENCE WITH SIX SOURCES

- Learn how to engage multiple sources of influence to overwhelm persistent and resistant behaviors.
- Help others want to do vital behaviors by connecting to values.
- Invest in deliberate practice to significantly enhance personal ability.
- Harness the power of social influence.
- Identify and engage opinion leaders.
- Make incentives and consequences work for you by supporting, not undermining, desired behaviors.
- Change the environment to make bad behaviors harder and good behaviors easier.

### 5 PUTTING IT ALL TOGETHER

- Practice using all the skills of Crucial Influence on a real-life case.
- Make plans to execute on your own Influence Challenge plan.

### 6 NEXT STEPS

- Utilize resources for ongoing success with the skills taught in the course.

### SIX-WEEK ONGOING LEARNING EXPERIENCE

- Retain learning and refine your skills.
- Receive weekly email tips and skill builders.
- Watch videos from authors and experts on how to handle influence challenges.
- Read helpful articles from experts.
- Access worksheets, job aids, and other tools to help your daily application of the skills.

