



Influencer: The New Science of Leading Change, Second Edition

By Joseph Grenny, Kerry Patterson, David Maxfield, Ron McMillan, Al Switzler

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An INFLUENCER leads change.

An INFLUENCER replaces bad behaviors with powerful new skills.

An INFLUENCER makes things happen.

This is what it takes to be an INFLUENCER.

Whether you're a CEO, a parent, or merely a person who wants to make a difference, you probably wish you had more influence with the people in your life. But most of us stop trying to make change happen because we believe it is too difficult, if not impossible. We learn to cope rather than learning to influence.

From the bestselling authors who taught the world how to have *Crucial Conversations* comes the new edition of *Influencer*, a thought-provoking book that combines the remarkable insights of behavioral scientists and business leaders with the astonishing stories of high-powered influencers from all walks of life. You'll be taught each and every step of the influence process--including robust strategies for making change inevitable in your personal life, your business, and your world. You'll learn how to:

- Identify high-leverage behaviors that lead to rapid and profound change
- Apply strategies for changing both thoughts and actions
- Marshal six sources of influence to make change inevitable

Influencer takes you on a fascinating journey from San Francisco to Thailand to South Africa, where you'll see how seemingly "insignificant" people are making incredibly significant improvements in solving problems others would think impossible. You'll learn how savvy folks make change not only achievable and sustainable, but inevitable. You'll discover breakthrough ways of changing the key behaviors that lead to greater safety, productivity, quality, and customer service.

No matter who you are or what you do, you'll never learn a more valuable or important set of principles and skills. Once you tap into the power of influence,

you can reach out and help others work smarter, grow faster, live, look, and feel better--and even save lives. The sky is the limit . . . for an *Influencer*.

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Editorial Review

Review

"Far and away one of the best business books of the year." - *Hamilton Spectator*

"You don't have to be a manager to realize that no one likes being told what to do. Yet lectures are still the main way we try to get people to change their behavior. Fortunately, social learning academics have been studying alternatives for decades. Patterson and his fellow consultants have now collected their findings in this engaging, example-rich book." - John T. Landry, *Harvard Business Review*

From the Back Cover

Here's what some of the world's most influential people are saying about *Influencer*.

"AN INSTANT CLASSIC! Whether you're leading change or changing your life, this book delivers."
- **Stephen R. Covey, author of *The 7 Habits of Highly Effective People***

"Ideas can change the world-but only when coupled with influence-the ability to change hearts, minds and behavior. This book provides a practical approach to lead change and empower us all to make a difference or a change in society."
-**Muhammad Yunus, 2006 Nobel Peace Prize Winner**

"Influencing human behavior is one of the most difficult challenges faced by leaders. This book provides powerful insight into how to make behavior change that will last."
-**Sidney Taurel, chairman & chief executive officer, Eli Lilly and Company**

"If you are truly motivated to make productive changes in your life, don't put down this book until you reach the last page. Whether dealing with a recalcitrant teen, doggedly resistant co-workers, or a personal frustration that 'no one ever wants to hear my view,' *Influencer* can help guide in making the changes that put you in the driver's seat."
-**Deborah Norville, anchor of "Inside Edition" and bestselling author**

About the Author

JOSEPH GRENNY, KERRY PATTERSON, DAVID MAXFIELD, RON McMILLAN, and AL SWITZLER are the leaders of VitalSmarts, an innovator in best practices training products and services that has taught millions of people worldwide and that has worked with more than 300 of the Fortune 500 companies. For more information, visit www.vitalsmarts.com.

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Sharon Self:

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Lidia Flynn:

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Linda Barefoot:

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Hayden Wright:

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