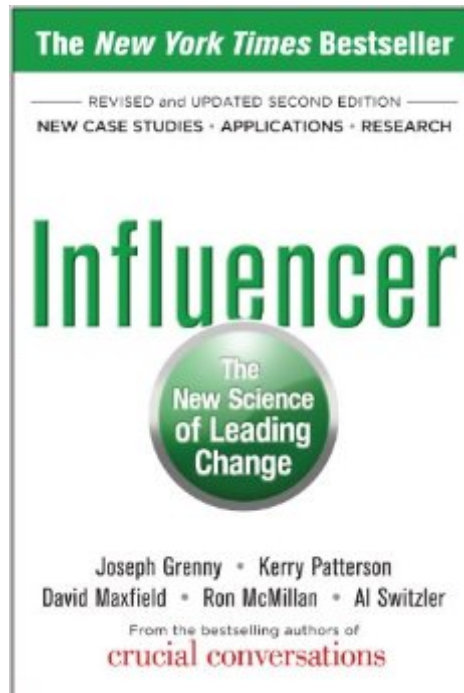


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# Influencer: The New Science Of Leading Change, Second Edition



## Synopsis

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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## Customer Reviews

After teaching readers how to have "crucial conversations" to share ideas, resolve conflicts, and promote change, our five authors begin "Influencer" by turning that idea around. Talking, they remind us, often is not the best way to convince people to abandon old behaviors and start doing things differently, and can in fact be counterproductive if people start to resist or resent the idea you want to change them. It's sort of self-evident when you put it that way ... but on the other hand, once rational argument, hectoring, and pleading have failed, many of us feel disarmed. If you can't "talk them into it," what's left to try? Given the title and subtitle, you could think "Influencer" is Dale Carnegie for a new generation. But it's actually quite a lot more than that. "The power to change anything" the authors describe is not a "These aren't the droids you're looking for" Jedi mind trick. Nor will you have everything you need to achieve your goals as soon as you finish reading. These are tools for promoting Big Ideas -- the examples the authors give include eliminating the ghastly guinea worm, promoting condom use in Thailand's sex trade, and turning around the lives of thousands of hardened gang members -- and so the first impression that the reader will take away from this is that changing minds and hearts requires hard work and commitment on both sides of the equation. The authors argue that changing ingrained behavior requires people to answer two questions: "Can I make the change?" and "Is it worth the effort?" "Influencer" draws from psychology, organizational theory, history, sociology, and other disciplines to isolate the key motives that drive behavior. Armed with that information, they say, influencers have the lever they need to move mountains.

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