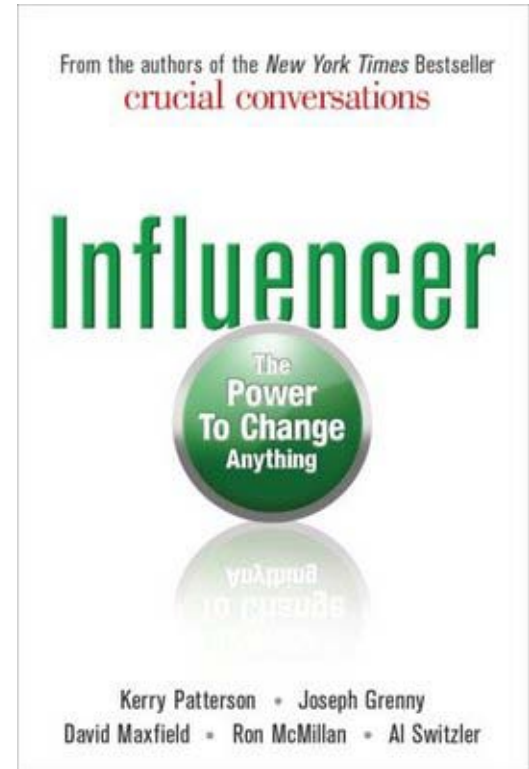




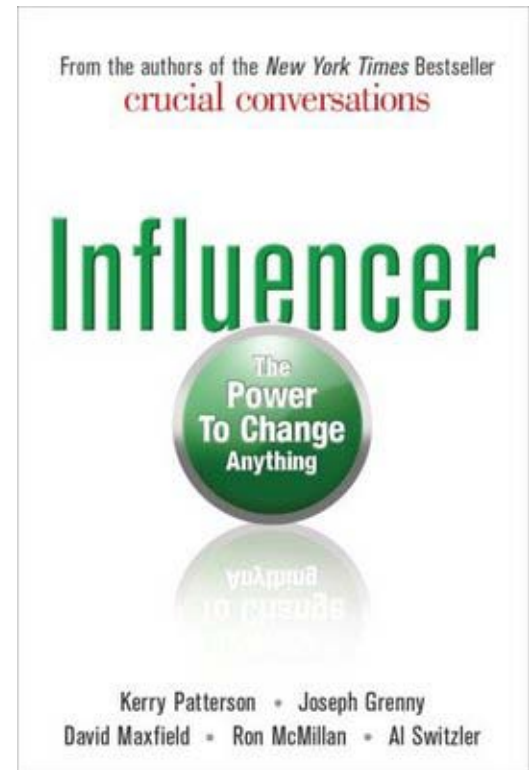
Influencer

The Power To
Change Anything

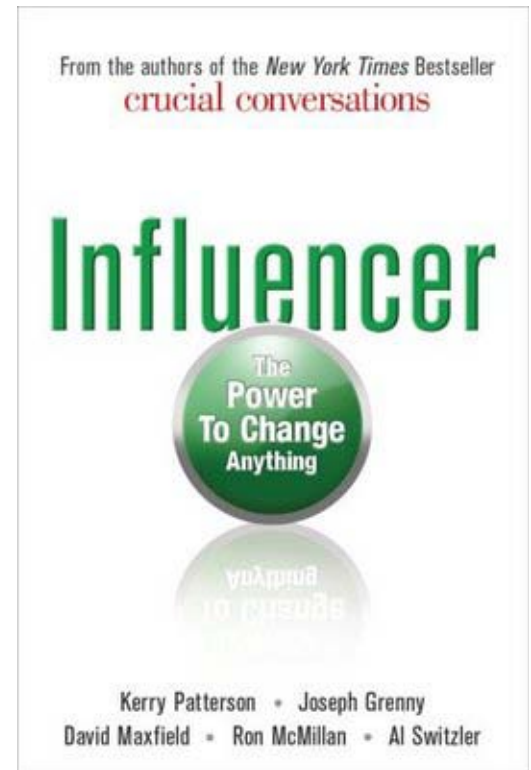
- Influencer is an easy read that uses a variety of examples; medical, kids, health, professional and more. The wide variety of examples make it easy to understand how each person can be a positive part of the change process. The different type of examples also makes it easy to understand that this can be used in my life, or my business. No matter what your circumstances are and no matter what business you are in, the book shows you that you can be the Influencer.
- An INFLUENCER motivates others to change. An INFLUENCER replaces bad behaviors with powerful new skills. An INFLUENCER makes things happen. These are what it takes to be an INFLUENCER.



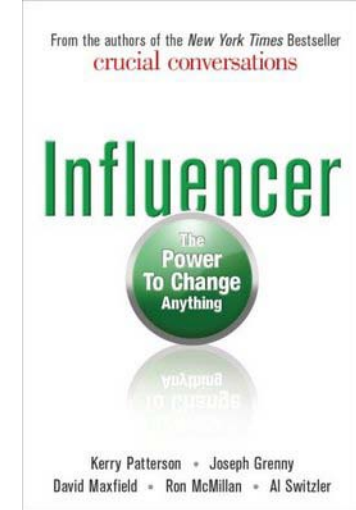
- Are you like most people and have stopped trying to make change happen?
- Do you believe that change is too difficult, if not impossible?
- Have you developed coping strategies to avoid change, when you should be learning and applying the tools and techniques that influence people?
- Behavioral scientists and business leaders provide the tools and techniques needed to influence.
- The book teaches you:
 - Behaviors that lead to rapid and profound change.
 - Strategies for changing thoughts and actions.
 - Sources of influence that can make change inevitable.



- The goal is to make change inevitable. For that to happen you need more than speeches. People that are going to change need to improve their skills through training.
- Once trained, people need to know that they didn't learn "just because".
- The training and the needed change is for everyone's good, the good of the individual and the good of the organization.
- Training is best presented by the supervisor. Employees see that management is committed to the change through them, plus they serve as a role model.
- Work with others in the organization to ensure change is taking hold.



- * Four of five stars at Amazon.com
- * 296 pages
- * Published in 2008
- * Kerry Patterson is a behavioral scientist, while the other authors are consultants
- * This book is from the authors of Crucial Conversations



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Change Anything