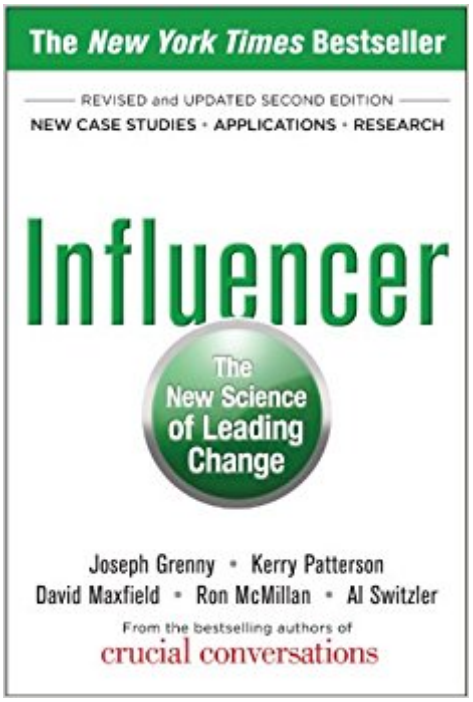
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Influencer: The New Science Of Leading Change, Second Edition



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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

"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

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

As a new manager in the field of Disability Managment, I've been looking for strategies to gain the trust and confidence of my new team members. I've been really trying hard to avoid many of the same mistakes that I experienced as a subordinate of other well-intentioned yet misguided managers, however, I have been frustrated by the fact that I have been forced to repeat the same bad behavior.I picked up the Kindle edition in hopes of gaining some ideas and inspiration for a new approach. Instead, I learn that I might have been overthinking it!Grenny et al show us the way by pointing to 6 key concepts that enhance the likelihood of our goal attainment, these harness the following:- Personal Motivation- Personal Ability- Social Ability- Social Motivation- Structural Ability-

Structural MotivationSome of the ideas are so simple that it’d be easy to dismiss them and move on. However, the case studies presented by the authors create a compelling and convincing reassurance that sometimes simple is actually better.I anticipate that I’m going to be relying on this book for years to come. I am already devising ways to make a positive impact in the realm of Disability Management overall (not just my immediate team!) - this book helps me move my thinking out of the "blame the victim" mindset (they’re lazy and don’t want to work, so they’re trying to get on Workers’ Comp!) to the mindset that we recognize that there are barriers that work to bar the person’s success with their recovery. Clearly, there’s work to be done, and Grenny et al offer some great suggestion to help people help themselves!The thing I appreciate most: it’s not a formula - it’s a philosophy. Kudos to the authors!

From the practical stand poing this is a great book to bring about long lasting and positive social change. The authors have identified two key concepts to handle social change: motivation and ability. Then they applied this concepts at three different levels such as: personal, social and structural level.On the other hand, the authors have offered insightful ideais to bring about personal, social and structural change. On a more specific note, I enjoyed the fact that the authors were realistic by point out that there will be a need to use external reward and they can be positive or negative. I mean it was comforting to learn that sometimes we have punish others to bring about change. It was also noteworthy to realise that one has to be careful while rewarding people expecting them to keep up the good work.However, from the academic stdandpoint, it is arguable to discuss about influence without dicussing the ethical implications of applying powerful ideas in different contexts.I strongly recommend this book to everyone irrespective of their current field.

Half-way through the book, I bought two more copies to give to friends. It’s easy reading, but oh, so powerful! The authors interviewed many different influencers in many different fields. Finding out how people get hardened criminals to change their ways is fascinating! How do you eradicate a disease without concocting any new drugs, or creating any new medical procedures? Simple, just change the way 120 million people do something every day.I HIGHLY recommend this book to anyone who is, or wants to be an influencer.

Having worked in the financial industry for over twenty years I’ve seen several attempts to make major changes at several institutions. All ended with minor improvements and within a few years the original behaviors had returned. With the Financial Crises of the last decade you would expect to

see multiple changes, however, were starting to see the same mistakes of the past repeated. After reading this book and completing a postmortem on efforts I've been involved with in the past I have a better picture of where we lost effectiveness in our change efforts. As the authors point out, it's not as simple as choosing a few techniques to drive change, major change requires a deep dive into your employees current behaviors and an extensive plan to change those behaviors. Finally, one crucial aspect the authors pointed out, that I have seen omitted in many less than successful projects, is getting buy-in from your informal leaders. In concluding, most of the information we are aware of, the value in this book is in helping you to formulate a comprehensive plan to drive change at your organization.

Finished in 2 days!! I picked up and couldn't put it down. The case studies keep you reading, and the best part is you are actually taking in valuable information on making change. We all have the power to change our relationships, careers, etc, this book takes you through relatable approaches for those interested in not just bettering your life but those who interact with you.Highly recommended this book, the change is inside each person, this book will provide the guidance and tools to make the change stick.

Very good discussion and case studies that will open your mind to all the 'levers' that you should use to effect change. Interesting examples woven through the book illustrate the concepts without getting too academic. Already trying to apply the principles.

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