

influencer

10x Your **Influence**

Create Sustainable Change with Six Sources of Influence

Leaders who use four or more sources of influence when approaching resistant problems are **ten times more likely to succeed**.

Create a winning strategy with the six sources of influence outlined in the *New York Times* bestseller *Influencer: The Power to Change Anything*.

Change efforts fail when leaders narrowly look for a single cause behind their persistent problems and then try to implement quick-fix solutions.

On the other hand, influencers succeed because they understand that most problems are fed not by a single cause, but by a conspiracy of causes. They merge multiple sources of influence into a strategy that can overpower even the most persistent and resistant problems.

In a recent study published in *MIT Sloan Management Review*, VitalSmarts researchers found that those who combine four to six sources of influence are ten times more likely to succeed at producing substantial and sustainable change. These results held true across areas of:

- **C-Level concerns**—bureaucratic infighting, silo thinking, and lack of accountability
- **Corporate change initiatives**—internal restructurings, quality and productivity improvements, new product launches
- **Personal challenges**—overeating, smoking, overspending, binge drinking

Learn a step-by-step strategy for exponentially increasing your power to change your greatest and most persistent challenges.

Contact us to **book this speech today!**

Length: 1 to 3 hours

Audience: General to Executive Level

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