



## Influencer: The New Science of Leading Change, Second Edition (Business Books)

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

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**CHANGE YOUR COMPANY. CHANGE THE LIVES OF OTHERS.  
CHANGE THE WORLD.**

**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*.

**PRAISE FOR *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."* -- Muhammad Yunus, 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 and 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 coworkers, or a personal frustration that 'no one ever wants to hear my view,' **Influencer** can help guide you in making the changes that put you in the driver's seat."* -- Deborah Norville, anchor of Inside Edition and bestselling author

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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.vital-smarts.com](http://www.vital-smarts.com).

## **Users Review**

### **From reader reviews:**

**Marjorie Ingram:**

Have you spare time to get a day? What do you do when you have much more or little spare time? Yep, you can choose the suitable activity regarding spend your time. Any person spent their particular spare time to take a wander, shopping, or went to the actual Mall. How about open or maybe read a book titled Influencer: The New Science of Leading Change, Second Edition (Business Books)? Maybe it is to become best activity for you. You know beside you can spend your time together with your favorite's book, you can better than before. Do you agree with it is opinion or you have various other opinion?

**Marvis Byrnes:**

Now a day people that Living in the era wherever everything reachable by talk with the internet and the resources in it can be true or not require people to be aware of each information they get. How a lot more to be smart in receiving any information nowadays? Of course the reply is reading a book. Examining a book can help people out of this uncertainty Information specifically this Influencer: The New Science of Leading Change, Second Edition (Business Books) book because book offers you rich info and knowledge. Of course the knowledge in this book hundred per-cent guarantees there is no doubt in it you know.

**Christopher Parker:**

The guide untitled Influencer: The New Science of Leading Change, Second Edition (Business Books) is the book that recommended to you to learn. You can see the quality of the guide content that will be shown to you. The language that author use to explained their ideas are easily to understand. The author was did a lot of investigation when write the book, hence the information that they share for your requirements is absolutely accurate. You also will get the e-book of Influencer: The New Science of Leading Change, Second Edition (Business Books) from the publisher to make you much more enjoy free time.

**Laree Drummond:**

Spent a free time for you to be fun activity to perform! A lot of people spent their leisure time with their family, or their particular friends. Usually they carrying out activity like watching television, going to beach, or picnic within the park. They actually doing same task every week. Do you feel it? Will you something different to fill your free time/ holiday? Could be reading a book is usually option to fill your free time/ holiday. The first thing that you'll ask may be what kinds of book that you should read. If you want to try out look for book, may be the e-book untitled Influencer: The New Science of Leading Change, Second Edition (Business Books) can be excellent book to read. May be it can be best activity to you.

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