



# Influencer: The Power to Change Anything

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

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**Influencer: The Power to Change Anything** By Kerry Patterson, Joseph Grenny, David Maxfield, Ron McMillan, Al Switzler

An influencer motivates others to 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 develop complicated coping strategies when we should be learning the tools and techniques of the world's most influential people.

But this is about to change. From the bestselling authors who taught the world how to have *Crucial Conversations* comes *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 a handful of high-leverage behaviors that lead to rapid and profound change.
- Apply strategies for changing both thoughts and actions.
- Marshall six sources of influence to make change inevitable.

*Influencer* takes you on a fascinating journey from San Francisco to Thailand 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 why some managers have increased productivity repeatedly and significantly—while others have failed miserably.

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, even save lives. The sky is the limit...for an Influencer.

Are you an Influencer ?

”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. The key message is hardly new, but it has gotten more sophisticated: Managers need to get out of the way and facilitate, not manage, the process of change for employees. They can do this by offering vicarious experiences, restructured environments, peer pressure, and frequent tests—all geared so that people embrace the change as authentic to them, not imposed by an outsider. Missing are only success stories of organizations that persuaded managers to drop their controlling habits and choose to be mere facilitators.”—John T. Landry, *Harvard Business Review*

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**Influencer: The Power to Change Anything By Kerry Patterson, Joseph Grenny, David Maxfield, Ron McMillan, Al Switzler Bibliography**

- Rank: #408197 in Books
- Published on: 2007-09-13
- Original language: English
- Number of items: 1
- Dimensions: 8.90" h x 1.10" w x 6.30" l, 1.48 pounds
- Binding: Hardcover
- 288 pages



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## **Editorial Review**

### **Review**

“Far and away one of the best business books of the year.” (*Hamilton Spectator*)

### **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**

**Kerry Patterson, Joseph Grenny, David Maxfield, Ron McMillan, and Al Switzler** are the leaders of VitalSmarts, an innovator in best practices training products and services that has taught over two million people and worked with more than 300 of the Fortune 500 companies.

## **Users Review**

### **From reader reviews:**

**Arthur Lee:**

Now a day individuals who Living in the era just where everything reachable by interact with the internet and the resources inside it can be true or not need people to be aware of each info they get. How individuals to be smart in having any information nowadays? Of course the answer is reading a book. Looking at a book can help folks out of this uncertainty Information specifically this Influencer: The Power to Change Anything book since this book offers you rich data and knowledge. Of course the knowledge in this book hundred per-cent guarantees there is no doubt in it you know.

**Douglas Stevens:**

Playing with family in the park, coming to see the coastal world or hanging out with pals is thing that usually you will have done when you have spare time, then why you don't try point that really opposite from that. 1 activity that make you not experience tired but still relaxing, trilling like on roller coaster you are ride on and with addition details. Even you love Influencer: The Power to Change Anything, you may enjoy both. It is great combination right, you still want to miss it? What kind of hangout type is it? Oh come on its mind hangout fellas. What? Still don't get it, oh come on its called reading friends.

**Barbara Duty:**

In this time globalization it is important to someone to find information. The information will make anyone to understand the condition of the world. The healthiness of the world makes the information much easier to share. You can find a lot of recommendations to get information example: internet, newspapers, book, and soon. You can observe that now, a lot of publisher that print many kinds of book. The actual book that recommended for your requirements is Influencer: The Power to Change Anything this e-book consist a lot of the information of the condition of this world now. This book was represented how does the world has grown up. The vocabulary styles that writer value to explain it is easy to understand. Typically the writer made some exploration when he makes this book. That's why this book acceptable all of you.

**Thomas Busch:**

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