



## April 7-8, 2009 INFLUENCER Public Mastery Course

Registration: 972.473.2400 or [Register Online](#)

### DETAILS: INFLUENCER TRAINING

**DATE:**  
**APRIL 7-8, 2009**  
INFLUENCER 2-Day Public  
Mastery Course - \$995.00

**APRIL 9-10, 2009**  
In-House Trainer Certification 1.5  
Days - \$2,000.00

**TIME:**  
**8:00 - 5:00 PM**  
Continental Breakfast, Snacks and  
Bottler Water Provided  
Participant Toolkit Included  
(Participant Guide, Best Seller  
Book, Action Plan Workbook, CD  
Mastery Set)

**LOCATION:**  
**15900 DOOLEY ROAD  
SUITE 100  
ADDISON TEXAS  
75001-4243**  
Follow Signage in Lobby to First  
Floor Meeting Room



### Learn from World-Class Influencers!

In spite of the fact that we're routinely trying to help ourselves and others alter behavior, few of us can articulate a model of what it takes to do so. It's time this changed. By drawing from the skills of many of the world's best change agents and combining them with five decades of social-science research, Influencer Training creates a powerful and portable model for changing behaviors—a model that anyone can learn and apply.

Influencer Training is a fourteen-hour mastery course based on our NY Times, Wall Street Journal, Business Week Bestseller "*Influencer: The Power To Change Anything*". Our program utilizes a combination of live training, compelling videos, and best-practice tools.

Join us for extensive in-class practice, group participation, and personal planning as you learn and develop the strategies for resolving tough issues.

### Learn How To:

- diagnose the web of causes behind any problem and create powerful strategies for driving change
- identify a handful of high-leverage behaviors that, if changed, will lead to desired results
- rely less on formal authority and more on ways to motivate and enable others to alter their behavior
- use the powerful Influencer Model to develop and apply a robust influence strategy to small and large scale cultural transformations

	Motivation	Ability
Personal	1 Make the Undesirable Desirable	2 Surpass Your Limits
Social	3 Harness Peer Pressure	4 Find Strength in Numbers
Structural	5 Design Rewards and Demand Accountability	6 Change the Environment