

Leadership is Intentional Influence

Q: Can you give us a brief overview of the topic you will be presenting in June at our meeting—Leadership is Intentional Influence?

A: In this three-hour presentation, we'll be discussing, learning, and practicing the skills found in the New York Times Best-Selling book, *Influencer*. We'll tackle one of the most challenging aspects of leadership—changing human behavior. Regardless of our role or responsibility, we all have influence challenges we face. Yet, less than five percent of the individuals and organizations I work with have a proven, systematic system for institutionalizing behavior change. *Influencer* will help us solve that problem. We'll discuss principles, strategies, and models that will allow us to make change inevitable. (See our research report, *How to 10x Your Influence*, at VitalSmarts.com)

Q: How will this information help our chapter leaders become better leaders, better influencers, and ultimately help them in their important work?

A: Whether chapter leaders are trying to enlist volunteers, raise funds, increase awareness, or achieve any other important goal, their success depends upon the people in their organization that must perform certain duties, activities, or functions. Those important tasks we refer to as vital behaviors. This session will help leaders diagnose what makes performing the vital behaviors difficult, and assist them in developing a strategy for counteracting those causes and creating sustainable solutions for success going forward.

Q: Can you give us just one way a leader can change the minds of people who are resistant to their ideas?

A: Absolutely! To change the minds of people who are resistant to change, leaders need to do two things: make it easy and make it motivating. We'll focus on how to make it motivating during our session. The essence of that principle includes overcoming the personal, social, and structural barriers that make the desired behavior undesirable to the people we want to change.

Q: Is there a wrong way and right way to influence people?

A: There is, and we'll talk about it in Salt Lake City. The wrong way that most of us use is rooted in what psychologists call the Fundamental Attribution Error. The right way is by tapping into all Six Sources of Influence. I'll introduce the Six Sources of Influence model during our session.

Q: One struggle that many chapter leaders deal with on a day to day basis is to create lasting change. What will we see in June that will help create a lasting, meaningful change in our chapters?

A: The time we spend together in June, will be less of an event and more of the beginning of a process. Sustainable, long-lasting, meaningful, and impactful change will happen as chapter leaders get deliberate, skillful, and systematic about their change efforts. As discussed, the sources of influence that we'll discuss will make change inevitable, or at least 10x more likely.

Q: What strategies will you share during the session to help create measurable positive changes that chapter leaders can implement in their own organizations?

A: There are three: we'll talk about identifying vital behaviors—those actions that have a disproportionate impact on results and relationships; we'll learn how to accurately and completely diagnose the reasons, causes, and symptoms that make behavior change difficult; and we'll answer the question how can you motivate someone who isn't motivated.

Q: Can you give us an example of how this information has helped transform one of the organizations you have worked with?

A: I have worked with public, private, large, small, for profit, not for profit, domestic, and international clients. Perhaps my favorite application of these skills is in a recovery home where I volunteer my time. We use the Influencer skills to re-direct the lives of criminals, addicts, and other offenders. In the normal judicial system, recidivism rates are around 70%. In this recovery home, after two years in the program, 90% of the participants go on to lead healthy lives, reintegrating themselves successfully into society.

Our challenges in this situation are similar in some ways to the chapter leaders that will be attending the event in June. The home is self-funded, we have no formal power or authority over the participants (they are free to leave at any time), we are trying to raise awareness and accessibility to the program, and it is an incredibly important work.

Q: Is there anything else that you would like to share about the session that will help attendees prepare?

A: First, I'm grateful to CaptionCall for extending the invitation and giving me the opportunity to be part of your event.

Second, our session will consist of some teaching, several video examples, group discussion, and individual application of the principles to the participants' own influence challenges. One thing that would make our time together more impactful is if attendees could come prepared to work on one of the biggest influence challenges they're currently facing—raising funds, recruiting volunteers, increasing accessibility, and such. We can learn together, practice and rehearse, and then transfer that learning to their situations. Attendees should be able to walk away with a strategy for dealing with at least one important and impactful influence challenge.