



Crucial Influence.

**LEADERSHIP SKILLS FOR LASTING  
BEHAVIOR CHANGE**

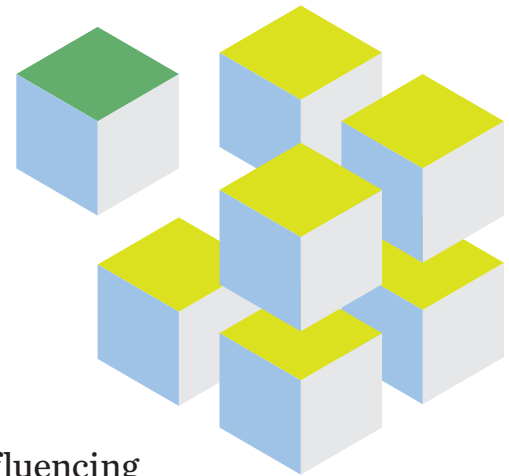


Crucial Learning





# LEADERSHIP IS INFLUENCE



One of the greatest capacities we possess is that of influencing behavior. And yet many of us struggle to influence others for good when it matters most.

Leadership isn't simply about crafting inspiring visions, developing breakthrough products, or detailing business growth plans. Leadership is about mobilizing *others* to achieve the vision, build the product, or enact the plans.

At the end of the day, leadership is intentional influence. If behavior isn't changing, you aren't leading.



## INFLUENCE IN ACTION

Crucial Influence goes beyond corporate perks and charismatic personalities to teach a method for influencing human behavior.

Why does this matter? Because *outcomes depend on people*. Whether you're launching a new product, changing safety standards, rolling out new software, or just trying to get your team to show up on time, the behavior of people—and your ability to influence it—will determine your results.



# The Crucial Influence Model

Based on five decades of social science research and work with successful leaders around the world, the Crucial Influence Model reveals why people do what they do and how leaders at every level can influence behavior for lasting results. Crucial Influence reveals the personal, social, and environmental sources that shape human behavior and teaches a method for engaging these sources to change behavior.

---

*“The most important capacity you possess is your ability to influence behavior, that of yourself or others.”*

Joseph Grenny  
Coauthor of *Crucial Influence*

01

## FOCUS AND MEASURE

- Get clear on the results you want.
- Determine how you will measure progress and success.

02

## CLARIFY VITAL BEHAVIORS

- Identify the behaviors that will generate desired results.
- Clarify *when* people should act and *what* they should do.

03

## ENGAGE ALL SIX SOURCES OF INFLUENCE

- Identify barriers to change and why people struggle to do the vital behaviors.
- Tap into personal values to foster motivation.
- Help others do what they previously couldn't.
- Harness social influence to support new behaviors.
- Incentivize behaviors with the right rewards.
- Change the environment to support new behaviors.





# INFLUENCE RESULTS

Organizations around the world have turned to Crucial Influence to improve process, profitability, safety, service, and more.

## CUSTOMER SERVICE

**Michigan's Department of Human Services** improved its customer service rating by 38%.

## COMPLIANCE

**Spectrum Health** improved hand hygiene compliance from 60% to 90% in two months.

## QUALITY

**Menlo Innovations** reduced the number of hours dedicated to emergencies by 30%.

## SAFETY

**Newmont Mining** experienced 73% fewer serious injuries. And **Gold Fields** saw a 60% reduction in total recordable injury frequency rate (TRIFR) in some sites and a 33% decrease in regional TRIFR, equating to 25 people being saved from serious injury.

## PATIENT SATISFACTION

At **Children's Minnesota**, patient satisfaction scores jumped by 10% and 12% respectively for the first two years after training. Patient wait times also decreased in that same period.

## SALES PROCESS IMPROVEMENT

**Gallery Furniture** increased sales by \$250,000 per month. The company also saw a \$1 million reduction in annual expenses.

## PROCESS IMPROVEMENT

**Xerox** had 93% of its employees use their new Six Sigma process and more than 50% adopt it long term.





# Learning Formats and Participant Materials

Crucial Influence is available in three formats to meet the unique needs of your team or organization. Each format is optimized for skill transference and an engaging learning experience.



## ON-DEMAND

*On-demand learning offers 4–6 hours of instructional time and 60 days of access for public workshop participants or up to 12 months of access for private sessions.*

### MATERIALS

- Access to on-demand learning platform
- eBook of the *New York Times* bestseller *Crucial Influence: Leadership Skills to Create Lasting Behavior Change*
- Digital certificate of completion
- Six-week post-training learning experience



## VIRTUAL

*Virtual instructor-led learning is delivered in three 2.5-hour sessions.*

### MATERIALS

- Crucial Influence digital learner guide
- eBook of the *New York Times* bestseller *Crucial Influence: Leadership Skills to Create Lasting Behavior Change*
- Digital certificate of completion
- Six-week post-training learning experience



## IN-PERSON

*In-person instructor-led learning is delivered as a one-day (six-hour) classroom course.*

### MATERIALS

- Crucial Influence learner guide
- Copy of the *New York Times* bestseller *Crucial Influence: Leadership Skills to Create Lasting Behavior Change*
- Certificate of completion
- Six-week post-training learning experience



# 3 Delivery Options

We also offer three ways to learn: attend a public course, bring in a Crucial Learning trainer, or have an internal leader get certified to teach employees.

## 01 PUBLIC COURSE

Your employees attend an on-demand, virtual, or in-person public course.

Visit [CrucialLearning.com/learn](https://CrucialLearning.com/learn) to find a public course near you.

---

## 02 PRIVATE COURSE

Bring in a Crucial Learning master trainer to facilitate the in-person or virtual course across your organization.

---

## 03 TRAINER CERTIFICATION

Certify an internal leader to facilitate the in-person or virtual course to employees. Once certified, trainers purchase learner guides for each individual they train.

*“Crucial Learning virtual learning has gone so well. We have loved delivering the course at our own pace. The level of interactivity is excellent, and we’ve found it’s easy to keep everyone engaged.”*

Jennifer Dootson  
d-Wise





# WHAT PEOPLE ARE SAYING

*“The Crucial Influence model provides that framework for securing organization-wide change. Not only do we use it, we also teach it to others, and that’s because our business results and the culture of our organization prove it works. We trained our entire staff and certified eighteen people in Crucial Influence so that we could share these same principles with our customers.”*

**Rich Sheridan**

CEO and Co-Founder of Menlo Innovations

*“Several years ago, we started training Crucial Influence in conjunction with a large culture change effort. This was a success, and I have since trained teams to use Crucial Influence as part of large projects that require behavior change.”*

**Joe Hardell**

Business Project Manager, Abbott Laboratories

*“We use Crucial Influence as a leadership development workshop, and the language has permeated the organization. It is a practical application to influence or change behaviors and get mindshare on change initiatives.”*

**Jaimee Lee**

Global Organization Development Director,  
Emerson Automation Solutions





# TRUSTED BY







# The Crucial Learning Touch

We offer a best-in-class learning experience, stellar customer support, and tangible results.

Discover what sets us apart from the rest.



## **AWARD-WINNING INSTRUCTIONAL DESIGN**

From our innovative learning platform to our award-winning original video content, our courses are some of the highest rated in the industry.

## **PROVEN RESULTS**

We've helped nearly half of the Forbes Global 2000 realize significant results using our proven methods.

## **RESEARCH- BACKED SKILLS**

The skills and principles we teach are rooted in social science and have been demonstrated and replicated in peer-reviewed academic journals.

## **CUSTOMER SATISFACTION**

More than 93% of our customers say they are likely to recommend Crucial Learning.



# THE CRUCIAL LEARNING SUITE

While a powerful solution in its own right, Crucial Influence belongs to a family of courses that together help organizations build healthy and high-performance cultures that spur flawless execution and consistent innovation.

## **COMMUNICATION** DIALOGUE



Crucial Conversations.  
FOR MASTERING DIALOGUE

## ACCOUNTABILITY



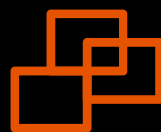
Crucial Conversations.  
FOR ACCOUNTABILITY

## **PERFORMANCE** HABITS



The Power of Habit™

## PRODUCTIVITY



Getting Things Done.

## **LEADERSHIP** CHANGE



Crucial Influence.

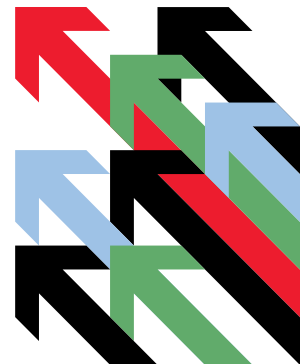


# Crucial Influence®

## TAKE THE NEXT STEP

Bring Crucial Influence to your organization and give your leaders greater ability to **change behavior and secure results**.

Call 1.800.449.5989 or visit us at [CrucialLearning.com](https://CrucialLearning.com).



### ABOUT CRUCIAL LEARNING

*Crucial Learning improves the world by helping people improve themselves. We offer courses in the areas of communication, performance, and leadership, focusing on behaviors that have a disproportionate impact on outcomes, called crucial skills. Our award-winning courses and accompanying bestselling books include Crucial Conversations®, Crucial Accountability®, Crucial Influence®, The Power of Habit™, and Getting Things Done®. [CrucialLearning.com](https://CrucialLearning.com)*

