

EXECUTIVE DEVELOPMENT PROGRAM

OCTOBER 22, 2014

8:30 AM – 12:00 PM (HALF-DAY)

PUBLIC \$995 (FULL-DAY), \$580 (HALF-DAY)

UD ALUMNI \$945 (FULL-DAY), \$580 (HALF-DAY)

PARTNER \$870 (FULL-DAY), \$580 (HALF-DAY)

INFLUENCER: DEVELOP THE POWER TO CHANGE ANYTHING

Creating sustainable change is a constant struggle for organizations and individuals. We often lack the skills to influence the behaviors behind issues like:

- Failed initiatives
- Short-lived change efforts
- Unproductive corporate cultures
- Entrenched bad habits

We all need to be influencers. Hardly a day passes that we don't try to influence ourselves or others to do something new and different. Whether you're looking to improve your relationships with direct reports or inspiring employees to demonstrate more concern for profitability, you are continually working on ways to exert influence.

Influencer draws on the best practices of many of the world's leading change agents and on five decades of social-science research to create a powerful model for changing behavior. You'll follow the experiences of influence masters who have succeeded in solving some of the world's most profound problems. Examples ranging from major healthcare reform to reversals of destructive social behaviors to unprecedented corporate turnarounds will illustrate how a proven set of skills makes change not only achievable but sustainable.

THIS PROGRAM WILL HELP EXECUTIVES:

- Successfully lead change initiatives.
- Diagnose the real causes behind the problems and create real solutions.
- Influence behavior across the organization with or without formal authority.



Joseph Grenny

Joseph Grenny is coauthor of four New York Times bestsellers and creator of four award-winning training programs of the same titles—Crucial Conversations, Crucial Accountability, Influencer, and Change Anything. He cofounded VitalSmarts, an innovator in corporate training and organizational performance for which he was awarded the 2007 Ernst & Young Entrepreneur of the Year award.

Over the past twenty-five years, Joseph has taught and advised thousands of leaders on every major continent from the boardrooms of Fortune 500 companies to the community of Nairobi, Kenya. He has advised senior executives on more than a dozen major change initiatives—receiving credit from Lockheed Martin Aeronautics' President as key to helping the organization win the \$200 billion Joint Strike Fighter program.

An expert in topics ranging from influence and leadership to organizational change and effectiveness, Joseph has spoken at the HSM World Business Forum and to organizations including NASA, the U.S. Army, the American Bankers Association, and the American Society of Training and Development. He has been cited in every major newspaper including the New York Times, Los Angeles Times, Washington Post, and the Wall Street Journal. Joseph has appeared on hundreds of radio and television programs including the Today Show, ABC News, CNN, Bloomberg, and CNBC, and contributes regularly at Forbes.com.