

# Change Anything

## *The New Science of Personal Success*

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The fastest and surest way to improve results is to change human behavior. Research shows most people are caught up in a personal challenge that hinders their performance by as much as 50%. The authors of the *New York Times* bestseller, *Influencer*, have embarked on their largest study of personal influence to date in order to help individuals overcome years of personal set-backs and failures.

They studied the strategies, struggles, trials, and triumphs of 5,000 people trying to reach a personal goal. Whether it was getting a promotion, losing weight or increasing financial gain, those that reached their goal used the same basic influencing strategies. With these strategies, the authors molded an established science of personal change.

Employees who fully understand this scientific strategy for personal change are much more likely to:

- Accelerate their careers
- Secure their job
- Save struggling relationships
- Become financially stable



**David Maxfield** has uncovered causes and solutions to managerial, cultural, and operational inefficiencies that directly affect the bottom line. For over 20 years, Maxfield has researched these issues and helped clients like General Mills, Pizza Hut, Harvard Medical School, and Spectrum Health overcome such hurdles.

Maxfield is the coauthor of *The New York Times* bestseller ***Influencer: The Power to Change Anything***. He has taught at Stanford University and the Marriott School of Management at Brigham Young University. Currently, Maxfield is the vice president of research at VitalSmarts, an innovative corporate training company that teaches skills which deliver significant improvements to the results companies care about most. VitalSmarts has helped thousands of organizations, including more than three hundred of the Fortune 500, realize widespread and lasting results through its

award-winning training programs.

## This program will help executives:

- Escape the willpower trap and overcome the harmful influences negatively shaping their behavior
- Be the scientist and the subject when it comes to observing, honing in and implementing their unique theory of change tailored to their specific needs
- Turn bad days into good data by concentrating less on dramatic success and focusing on incremental observing and learning