



Crucial
Influence®

**LEADERSHIP SKILLS FOR LASTING
BEHAVIOR CHANGE**

provided by EDUCATION SERVICE CENTER
REGION 11



When facing persistent, resistant challenges, leaders often surrender to poor results or invest in change efforts that waste time and resources. And yet it's possible to influence behavior with surprisingly predictable success. For the past thirty years, we've studied leaders with a proven ability to influence rapid, profound and sustainable change. And here's what we know: human behavior is grounded in six sources of influence. Effective leaders know how to leverage and apply these sources of influence to solve everyday leadership challenges.

LEADERSHIP IS INFLUENCE

INFLUENCE IN ACTION

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.

SEPTEMBER 9 -OR- DECEMBER 16, 2024

Register for any of our courses at www.escl1.net and click on "Register" or contact Jennifer Baadsgaard at jbaadsgaard@escl1.net or 817-740-7640 for more information on a course given at your location.



Influence Results

Our clients have used the *Crucial Influence* skills to **improve workplace safety, sales enablement, profitability, and more.**

SALES PROCESS

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

PATIENT SATISFACTION

Patient satisfaction scores at Children's Minnesota jumped by 10%. They also decreased patient wait times.

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%.

SAFETY

Newmont Mining experienced 73% fewer serious injuries recorded on the job.

QUALITY

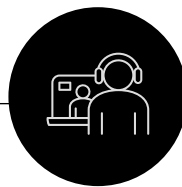
Menlo Innovations reduced the number of man-hours dedicated to emergencies by 30%.

Crucial Influence is available in the following learning formats:



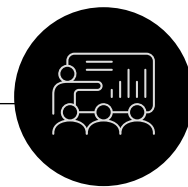
ON-DEMAND

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.



VIRTUAL

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



IN-PERSON

In-person classroom learning is delivered in a one-day (6 hours) course.

About the Book

An immediate *New York Times* business bestseller, *Crucial Influence: Leadership Skills to Create Lasting Behavior Change* delivers a proven model for changing entrenched behaviors across small teams and entire organizations.

