What is the difference between
Influencer & Change Anything?

Both courses use the Six Source Model to influence behavior change. Here's the difference: Influencer Training is geared toward influencing the behavior of others in order to uproot entrenched habits and drive behavior change for teams and entire organizations. This makes it a perfect tool for leaders who want to create team, company, or even global change plans. Change Anything Training focuses on individual or self-directed change. The course teaches employees how to enact a change plan they or their organization has created. One example of combining these two courses would be to have the management team of a company attend Influencer Training and create the company plan. The employees would then go through Change Anything Training to learn the skills of self-directed change.

Below are some additional details and example how these two training programs can be applied:

influencer — **Lead Team and Organizational Change**	CHANGE ANYTHING — **Successfully Solve Individual Behavior Challenges**
Whether you're tackling culture change or simply trying to get people in your organization to behave differently, Influencer Training is the solution. This award-winning training teaches a step-by-step approach for changing the behavior of teams and organizations. Through hands-on exercises and video case studies of modern-day change agents, leaders learn how to use six sources of influence to overcome their most persistent challenges. Research shows that those who follow the Influencer model are ten times more likely to succeed at producing rapid and sustainable behavior change.	Research shows most people have an individual behavior challenge or career-limiting habit that drags down their work performance by as much as 50 percent. Perhaps you've been given this performance feedback but don't know how to translate it into action? Or maybe you need to start a new habit that will lead you from good performance to stellar performance? Change Anything Training reveals the six personal, social, and structural sources of influence that affect our daily decisions. This one-day course teaches a methodology to make these six sources work in your favor and produce results.
Use when: • You need a proven approach for solving persistent behavior change challenges in your team or organization. • Bad behaviors have become entrenched. • Important skills, training, or good behaviors must be adopted for organizational success. • You need to change a culture or a way of thinking. • Several factors combine to encourage behaviors you do not want, or to limit the behaviors you do want. • The change you wish to make could require more than just talking to someone. • There is resistance to change.	**Use when:** • You have an individual behavior change challenge you need to solve. • You've been asked to translate performance feedback into action. • Employee engagement is low. • You don't know how to break your own career-limiting habits. • Employee productivity is declining. • People need to be able to solve their own complex problems but feel stuck.

VitalSmarts®

	influencer	CHANGE ANYTHING
Productivity	Cultural norms or "the way we do things around here" is keeping the organization from performing at its potential. Leaders struggle to influence behaviors that would drive profound improvements in productivity.	Performance review feedback isn't helping people improve; they stay stuck in career-limiting habits that keep them from performing at their full potential.
Teamwork	Team collaboration has disappeared from the organization. It's been talked about a lot but there seem to be a lot of things working against it like misaligned incentives and peer pressure to be unproductive.	Most people are ineffective in addressing and solving their own career-limiting behaviors. Failure to change chronic poor performance not only inhibits individual success but also the success of the entire team and organization.
Change Management	Change programs die a slow death with little to no results. For example, people refer to change programs as the "flavor of the month." Incentives are not aligned with the desired behaviors. Goals are not clear. Not everyone is on board. Old ways make change difficult.	Managers constantly communicate that employees need to change their individual behaviors, yet even if the employees recognize the need to change, they most likely don't know how to do so successfully. Individual change efforts are tough and rarely produce sustainable results.
Quality	The existing performance evaluation system does not reward keeping quality standards. There is a lot of pressure on employees to hit manufacturing numbers, and so quality suffers.	Employees know what the quality standards are but some individuals just don't know how to consistently deliver on them. They just can't seem to get it right and there is always an excuse as to why they didn't follow protocol.
Relationships	Two departments within the company don't get along and don't work well together. For example, the "sales vs. IT battle" has been going on for years. They have different goals and incentives that pit them against each other. They report to different leadership and work in different buildings.	Two executives within the organization don't see eye-to-eye. They are openly rude and non-collaborative. And their behavior is beginning to affect their teams. They know they must change in order to keep their jobs. However, while they want to change, they simply don't know how.
Safety	Company culture and peer pressure keep people from following safety standards. For example, people are made fun of for keeping safety standards. The environment and corporate system do not support following safety standards. Certain people don't have to follow the same standards—there is a double standard. If you don't follow standards, you only get a slap on the wrist.	Employees know what the safety standards are, but some individuals just don't know how to consistently deliver on them. They just can't seem to get it right and there is always an excuse as to why they didn't follow protocol.
Healthcare	The organization doesn't have a culture that supports integrated healthcare delivery and people tend to act in silos. Everyone knows these programs are easier to create on paper than they are to successfully implement. What's more, there are ingrained behaviors and cultural "norms" that are keeping people from creating exceptional patient experiences.	When the organization implements or experiences profound change, most employees don't how to take charge of their own individual change challenges in order to support the organizational goal.