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# Influencer: The Power To Change Anything

From the authors of the *New York Times* Bestseller  
crucial conversations



Kerry Patterson • Joseph Grenny  
David Maxfield • Ron McMillan • Al Switzler



## **Synopsis**

"From the New York Times bestselling authors of Crucial Conversations . . . Whether your goal is to change minds, change markets, or change the world-anything is possible for an influencer. Everyone wants to be an influencer. We all want to learn how to help ourselves and others change behavior. And yet, in spite of the fact that we routinely attempt to do everything from lose weight to improve quality at work, few of us have more than one or two ideas about how to exert influence. For the first time, Influencer brings together the breakthrough strategies of contemporary influence masters. By drawing from the skills of hundreds of successful influencers and combining them with five decades of the best social science research, Influencer shares eight powerful principles for changing behaviors-principles almost anyone can apply to change almost anything." --This text refers to the Audio CD edition.

## **Book Information**

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## **Customer Reviews**

After teaching readers how to have "crucial conversations" to share ideas, resolve conflicts, and promote change, our five authors begin "Influencer" by turning that idea around. Talking, they remind us, often is not the best way to convince people to abandon old behaviors and start doing things differently, and can in fact be counterproductive if people start to resist or resent the idea you want to change them. It's sort of self-evident when you put it that way ... but on the other hand, once rational argument, hectoring, and pleading have failed, many of us feel disarmed. If you can't "talk them into it," what's left to try? Given the title and subtitle, you could think "Influencer" is Dale Carnegie for a new generation. But it's actually quite a lot more than that. "The power to change

anything" the authors describe is not a "These aren't the droids you're looking for" Jedi mind trick. Nor will you have everything you need to achieve your goals as soon as you finish reading. These are tools for promoting Big Ideas -- the examples the authors give include eliminating the ghastly guinea worm, promoting condom use in Thailand's sex trade, and turning around the lives of thousands of hardened gang members -- and so the first impression that the reader will take away from this is that changing minds and hearts requires hard work and commitment on both sides of the equation. The authors argue that changing ingrained behavior requires people to answer two questions: "Can I make the change?" and "Is it worth the effort?" "Influencer" draws from psychology, organizational theory, history, sociology, and other disciplines to isolate the key motives that drive behavior. Armed with that information, they say, influencers have the lever they need to move mountains.

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