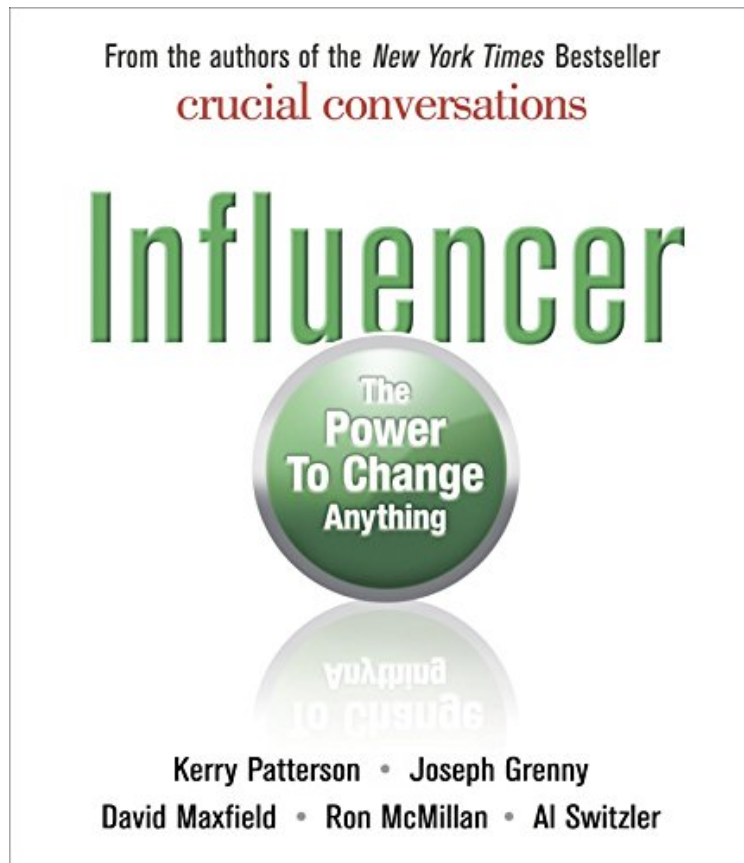


(Download ebook) Influencer: The Power to Change Anything

## Influencer: The Power to Change Anything

Joseph Grenny, David Maxfield, Kerry Patterson  
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#361208 in Books Patterson, Kerry/ Grenny, Joseph/ Maxfield, David/ McMillan, Ron/ Switzler, Al 2007-09-21 2007-09-21 Formats: Audiobook, CD, Unabridged Original language: English PDF # 7 5.30 x 1.13 x 6.40l, .52 Running time: 30600 seconds Binding: Audio CD | File size: 32.Mb

**Joseph Grenny, David Maxfield, Kerry Patterson : Influencer: The Power to Change Anything** before purchasing it in order to gage whether or not it would be worth my time, and all praised Influencer: The Power to Change Anything:

2 of 2 people found the following review helpful. Creating an organization committed to change By I.B. Alexander Having worked in the financial industry for over twenty years I've seen several attempts to make major changes at several institutions. All ended with minor improvements and within a few years the original behaviors had returned. With the Financial Crises of the last decade you would expect to see multiple changes, however, were starting to see the same mistakes of the past repeated. After reading this book and completing a postmortem on efforts I've been involved with in the past I have a better picture of where we lost effectiveness in our change efforts. As the authors point out, it's not as simple as choosing a few techniques to drive change, major change requires a deep dive into your employees current behaviors and an extensive plan to change those behaviors. Finally, one crucial aspect the authors pointed out, that I have seen omitted in many less than successful projects, is getting buy-in from your informal leaders. In concluding, most of the information we are aware of, the value in this book is in helping you to

formulate a comprehensive plan to drive change at your organization.0 of 0 people found the following review helpful. Begin here to make a change...By Patrick MaguireFinished in 2 days!! I picked up and couldn't put it down. The case studies keep you reading, and the best part is you are actually taking in valuable information on making change. We all have the power to change our relationships, careers, etc, this book takes you through relatable approaches for those interested in not just bettering your life but those who interact with you.Highly recommended this book, the change is inside each person, this book will provide the guidance and tools to make the change stick.2 of 2 people found the following review helpful. If you want change, read this.By DW\_caliVery good discussion and case studies that will open your mind to all the 'levers' that you should use to effect change. Interesting examples woven through the book illustrate the concepts without getting too academic. Already trying to apply the principles.

"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."

"Far and away one of the best business books of the year." - Hamilton Spectator"You don't have to be a manager to realize that no one likes being told what to do. Yet lectures are still the main way we try to get people to change their behavior. Fortunately, social learning academics have been studying alternatives for decades. Patterson and his fellow consultants have now collected their findings in this engaging, example-rich book." - John T. Landry, Harvard Business