



Free webinar **Sept 14**  
12:15-12:45pm EST

# Design Effective **Change** **Strategies** With the Six Sources of Influence Model

In 30 minutes, learn how to put in action a powerful practice for organizational change and transformation

## Speakers



Bruno Collet

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## Moderator



Virginie  
Lapointe

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**The success rate of major change programs is 30%**

Source: McKinsey

# A real-world story



**How to discover why people behave the way they do**



**How to design powerful change strategies that influence key behaviors**

**20 minutes presentation**

**+**

**10 minutes Q&A**

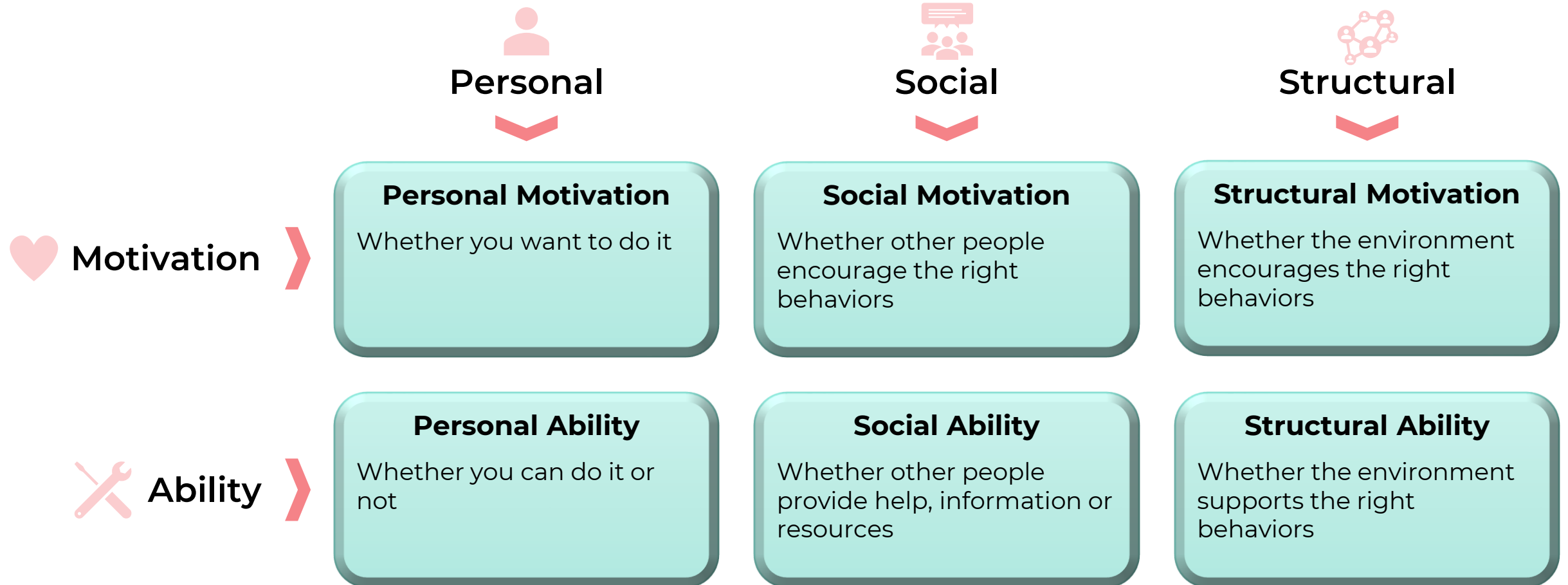
# **I**t's not personal



A story about a real-world transformation

# Six Sources of Influence

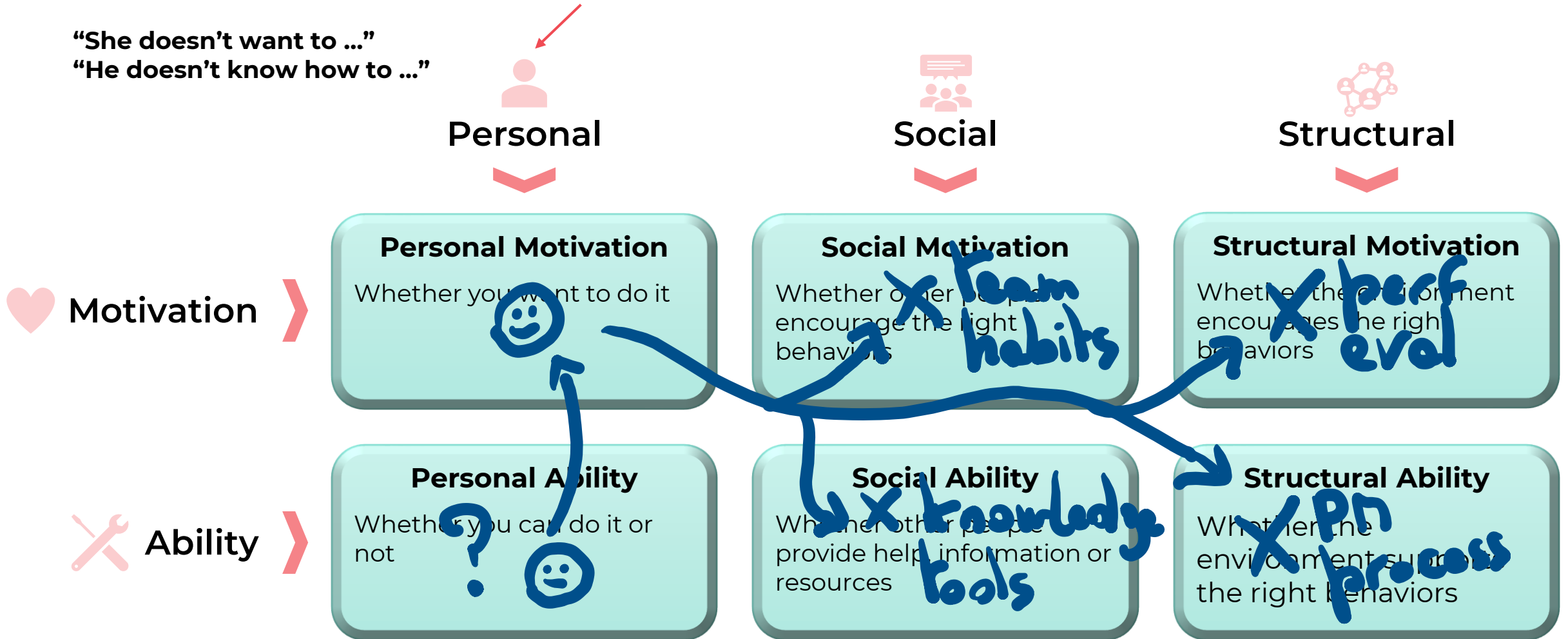
## Understand Why People Behave the Way They Do



**The Six Sources of Influence Model** Adapted from Grenny, J., Patterson, K., Maxfield, D., McMillan, R., & Switzler, A. (2013). *Influencer: The New Science of Leading Change*, Second Edition (2 edition). McGraw Hill.

# Beware of the Fundamental Attribution Error !

“She doesn’t want to ...”  
“He doesn’t know how to ...”



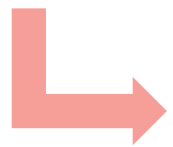
# Asking the Right Questions



Adapted from Grenny, J., Patterson, K., Maxfield, D., McMillan, R., & Switzler, A. (2013). Influencer: The New Science of Leading Change, Second Edition (2 edition). McGraw Hill.

# Asking the Right Questions

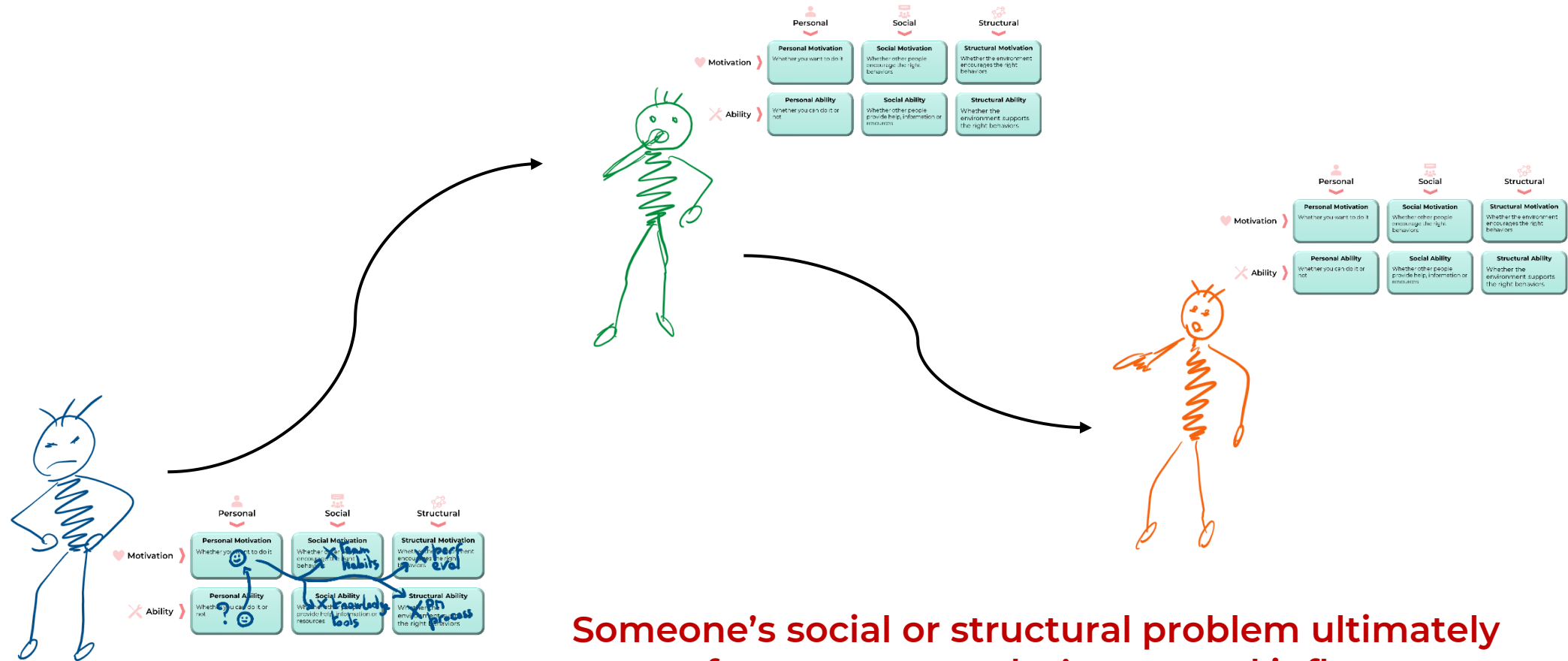
**“How would the corporate processes, such as budgeting and procurement, support this new way of doing business analysis ?”**



**“Who would be our allies if we wanted to change that?”**

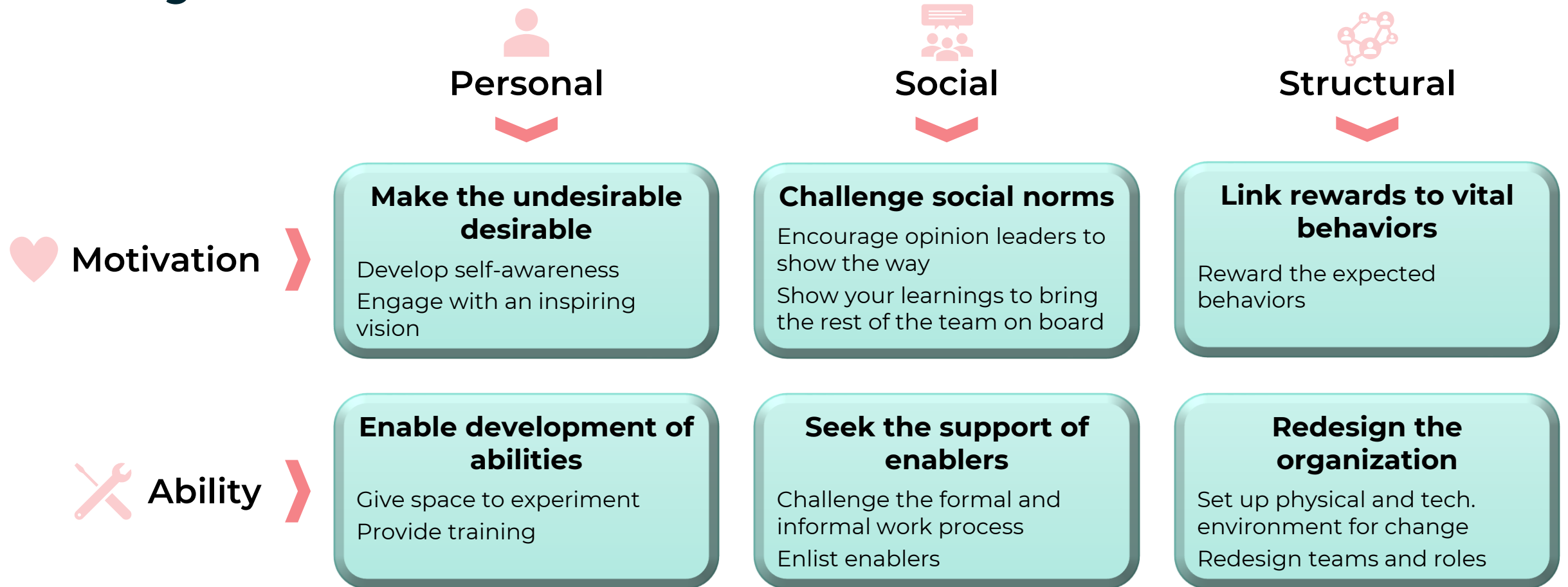


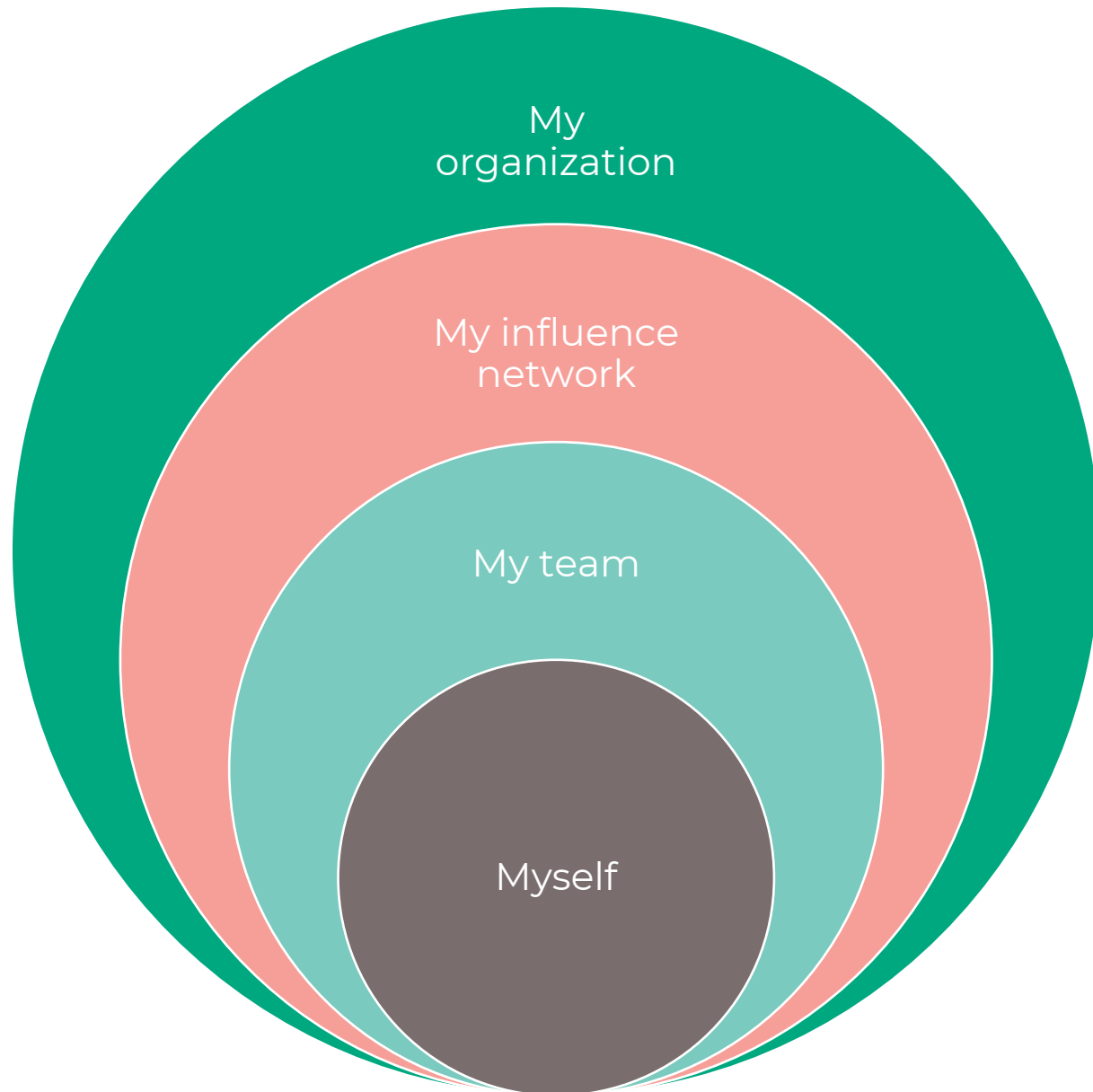
# “There Are No Process Problems There Are Only People Problems” (and Solutions)



Someone’s social or structural problem ultimately comes from someone else’s personal influence.

# Designing Powerful Strategies to Influence Key Behaviors





## **A versatile tool for diverse application domains**



**A One-Question Poll**



How would this model work to transform [...] ?

I'd like to share a story where this model would have helped !

Do you have an example of [...] ?

What if we don't have influence over [...] ?

# Discover

Are you curious about

▽	<p>Influence strategies for transformation</p> <p>Psychological safety for effective innovation</p> <p>Accelerating decision-making</p> <p>...</p>
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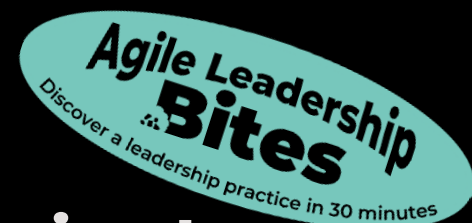


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Free webinar **Oct 12**  
12:15-12:45pm EST



**Top 3 Leadership Behaviors to Foster Psychological Safety**

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