

Influencer: The Power to Change Anything

Want to be an influencer that can change people?

Want to learn the behaviour strategies that are able to influence people?

Introduction

They say that leaders are born, not made. While it is true that some people are born leaders, some leaders are born in the midst of adversity. Being an influencer means you've discovered how to impact others. It means you help lead people to new frontiers, shape their way of thinking, and foster meaningful change in their lives. This workshop will tell you what an influencer is and what they do. Some are genuinely helpful, but the art of influencing others to make a deeper connection and more powerful impact truly is not so complicated.

Program Objectives

This program aims to:

- Identify the type of influencer you,
- Share the principles and strategies of the handful of brilliant influencers.
- Boost the influential power with psychological perspectives

Learning Outcomes

After completing this program, the participants should be able to:

- Expand the sphere of influence to change others
- Create powerful change strategies to influence others according to the type of influencer you are.

Methodology

Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

Who Should Attend?

Leaders, human resource personnel, managers, supervisors, politicians, teachers, anyone needs the skills to influence others.

Program Outline

Day One	
Time	Topics
9:00am – 10:30am	<p>Are you the Influencer?</p> <p>The program starts with understanding the type of influencer you are. The participants would also learn the characteristics of an influencer from a small group of remarkable leaders and scholars globally.</p>
10:30am– 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p>The Influencer Behaviour</p> <p>In this module, the participants would understand the big problem and succumb to changes in just a few behaviours. The participants would have an in-depth understanding of the vital behavior of an influencer.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>Mindset Change before Influencing People</p> <p>In this module, the participants would appreciate the key to change human behaviour – the mindset. The participants would look into the details that change the human mindset.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p>Journey to be A Great Influencer</p> <p>In this module, the participants would learn the motivation to change the mindset of people that would change their people's behaviour. Behavioural strategies to overcome reluctance and resistance by connecting to values are shared in this module.</p>
Day Two	
Time	Topics
9:00am – 10:30am	<p>Think Big, Surpass Your Limits</p> <p>This module focuses on personal ability. The participants would learn the method to install new behaviour among people. Participants would look at overinvest in learning how to master skills and emotion as the key to influencing people.</p>
10:30am– 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p>Harness the Peer Pressure</p> <p>Social motivation is significant in change management. This module would share with participants step-by-step how to utilise the power of peers in changing human behaviour. Strategies and methodology to conduct group change are shared in this module.</p>

1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>Change Request Reward</p> <p>In this module, the participants would learn the secret to applying internal and external reward systems to change human behaviour and sustain the behaviour. Besides, the participants would learn how to change the behaviour to habits to become the <i>istiqomah</i>.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p>Change the Environment and Become an Influencer</p> <p>In this module, the participants would harness the invisible power of the environment to support the new behaviour. Then, the participant would learn from the case study on implementing multiple sources of influence.</p>