



Elevate^{your} Impact^{and} Influence

.....

with **Mike Brian's**
**Influence
Equation**

Explore the dynamic world of influence in this engaging workshop designed to uncover its profound impact on our lives. We'll define what influence truly is and examine how it shapes behaviors and decisions around us. Learn about the "Influencer Equation," a framework for understanding the mechanics of persuasion and impact. The session delves into the dual nature of influence, showcasing examples of its positive applications, like fostering collaboration, and its potential for misuse, such as manipulation. Finally, discover actionable strategies to cultivate and wield influence ethically and effectively in your personal and professional relationships.



Program Overview

Influence Equation: How to identify your level of influence and what you can do to enhance it. .

Instruction

This workshop explores the "Influencer Equation" and its role in shaping behavior. Participants will learn how to cultivate positive influence, understand its growing importance in today's world, and discover how great leaders use it to guide teams and inspire change.

Interaction

The session features hands-on activities, including creating personalized "Influencer Equations" and discussions about key traits of influential figures. Each participant will leave with tools and insights tailored to their unique influence style.

Results

Attendees will understand how influence impacts their careers, learn to use it intentionally, and recognize the value of positive over negative influence. This workshop empowers participants to lead and inspire through thoughtful, impactful actions.

Why Mike?

Mike has spent his career working with professionals in promoting and motivating behavior change. Working with governmental, non-profit, corporations and small businesses Mike has deep experience and an understanding what makes people change behavior. He believes it is 1,000 times easier to set a behavior than it is to change one, but changing set behavior is key to leading others, selling products and saving lives. His experience in change is not only professional, Mike has personally overcome traumatic changes in his life that - once he chose to engage his Changency Process - expanded his impact and abilities. He has developed programs that are currently impacting thousands of people learning how to make and deal with change in their lives.

Workshop Flow:

This workshop focuses on the 3D Formula of Influence that have been developed to guide participants through the following learning objectives:

Discover - Identify your current level of influence through a self-guided equation that will expose the traits you currently leverage.

Develop - Learn how to build a plan to increase your influence by cultivating traits that you feel will give you more magnetic influence.

Deliver - Learn how to take the next critical steps on the new path.

Participants will get hands-on tools to record their thoughts and leave with a new perspective of their own possibilities..

Materials

Participants will receive a workbook that will provide them a structure to take notes, cultivate ideas, and document new findings.

Program Time

The length of each workshop is determined by the client, based on specific goals and desired outcomes. Longer workshops provide a more hands on experience for the participants.

Pricing

1-hour workshop	\$2,750
2-hour workshop	\$3,500
3-hour workshop	\$4,750

Please contact Mike for custom pricing.

"Mike has been instrumental in the development of our Zero Fatalities program. His presentation is given thousands of time per year and responsible for saving countless lives."

Elizabeth McMillan- Communications Director, UDOT

