



“Influencer: The Power to Change Anything”
McGraw Hill, 1221 Avenue of the Americas
James McGraw Hall, 50th Floor



HR/NY is pleased to invite you to take part in the premiere launch of “*Influencer: The Power to Change Anything*” with co-author Joseph Grenny. This national tour launches **October 5, 2007** in New York City. This is a truly unique business leadership experience.

What do a high-powered Fortune 500 executive, a tribal leader in sub-Saharan Africa, and the founder of a San Francisco-based conglomerate run exclusively by ex-cons have in common? They’ve all learned how to help themselves and others change behavior. In other words, they’re all influencers. The truth is we all want to be influencers. We attempt to lose weight and encourage our grown children to save more money. We struggle to take charge of our tempers and do our best to motivate our employees to demonstrate more concern for profitability. We strive to become a relevant voice in our teenage children’s lives and hold an intervention as a means of compelling a friend to kick his drug habits. In short, we continually work on ways to exert influence. It’s what we do.

Join us as business communication expert and *NY Times* bestselling author, Joseph Grenny, explains how by drawing from the skills of hundreds of successful change agents and combining them with five decades of the best social science research, *Influencer* shares both a model and the techniques for changing behaviors—techniques that nearly anyone can apply to nearly any problem.

Joseph Grenny is coauthor and contributor to seven books, including two *New York Times* bestsellers, *Crucial Conversations: Tools for Talking When Stakes are High* and *Crucial Confrontations: Tools for Resolving Broken Promises, Violated Expectations, and Bad Behavior*. An expert in topics ranging from leadership and interpersonal communication to organizational change and effectiveness, Joseph has been cited in dozens of newspapers including the *New York Times*, *Los Angeles Times*, *Washington Post* and the *Wall Street Journal*. He has also appeared on more than 100 radio and television programs including *CNN*, *Bloomberg*, *CNBC*, and the *Today Show*.

Please note there are two separate sessions offered on October 5, 2007. The morning session is 8:30 am – 11:00 am (a continental breakfast will be provided) and the afternoon session is 11:30 am – 2:00 pm (lunch will be provided).



This program has been approved for 1.0 recertification credit hour toward PHR, SPHR and GPHR recertification through the Human Resource Certification Institute (HRCI). For more information about certification or recertification, please visit the HRCI homepage at www.hrci.org.

*To register for the **October 5, 2007** event please provide the following information:
 Pre-registration & Pre-payment are required for this event. Please select the AM or PM Session.
 Each attendee will need to check in at the main security desk with first & last name, plus a photo i.d*

NAME: _____ **TELEPHONE:** _____

COMPANY: _____ **E-MAIL:** _____

ADDRESS: _____ **FAX:** _____

CITY, STATE, ZIP: _____

Registration Fees:	
HR/NY Members	\$45
Non-Members & Guests	\$85
NOTE: All attendees will receive a complimentary copy of “Influencer”	

AM SESSION: YES
PM SESSION: YES

DISCOUNT CODE: _____

Method of Payment: Check Enclosed Charge my Credit Card: American Express VISA MasterCard

Card Number: _____ Expiration Date: _____ Authorized Amount: \$ _____

Cardholder’s Name: _____

Cardholder’s Signature: _____

Please mail this registration form with your check to HR/NY 1 AAA Drive, Suite 102, Trenton, NJ 08691 (877-625-4769) or fax this form to (609) 581-8244 by **September 28, 2007**. **Cancellation policy:** Cancellations MUST BE RECEIVED IN WRITING. Cancellations received PRIOR to September 28, 2007 are subject to a \$15 administrative fee. Cancellations received on or AFTER September 28, 2007 will not be refunded.