

Extending Your Sphere of Influence | 2 Days

The art of persuasion is a powerful tool. It empowers you to collaborate with others to achieve mutual outcomes and build consensus. Whether coaching others, developing and growing a client base, fostering support for change, negotiating, or simply working more effectively with peers and supervisors, influencing others is an essential workplace competency. In this course, you will learn to become proficient in the art of persuasion, selecting and utilizing appropriate styles and strategies to have the most influential effect, as well as understanding how to protect yourself from being manipulated by others.

WHO SHOULD ATTEND:

Any professionals who need to work effectively with others without direct authority, as well as mid- and upper-level executives and managers who wish to achieve successful business results.

JOB ROLES:

Personal Development
Leader of Teams/Projects
Leader of Managers/Departments
Leader of Organizational Strategy

OBJECTIVES:

- Build workplace relationships based on mutual trust and respect
- Collaborate effectively through influence and persuasion
- Recognize and enhance your sources of personal power
- Choose and apply appropriate influence strategies
- Work with resistance to gain commitment and buy-in

COURSE OUTLINE:

An Influence Baseline

Enabling Collaboration
Facilitating Constructive Dialogue

Elements of Influence

Focusing on the Outcome
Seeing Influence as a Mental Equation
Differentiating Influence from Manipulation

Power and Persuasion

Developing and Using Power Sources
Developing the Art of Persuasion
Appealing to Integrity, Emotions, and Intellect
Building Five Types of Trust
Applying Five Principles of Influence

A Network of Influence

Building a Purposeful Network
Strategic Reputation Management
Protecting Your Credibility

Applying Influence Strategies

Adapting the Approach
Identifying Thinking Differences
Applying Strategies to Styles

Working With Resistance

Encountering and Addressing Resistance
Building Collaboration through Quality Dialogue
Getting Results through Persistence
and Persuasion

We Ensure Personal & Professional Growth Through:



TOPIC-SPECIFIC, REINFORCEMENT MATERIALS TO ENRICH YOUR JOURNEY

eBooks, On-Demand Courses, Quick Videos,
Personal & Team Assessments, Tools & Templates.

Post-Class Reinforcement Materials

Each of the Leadership and Professional Development courses include a suite of post-class reinforcement materials that are unique to each title. Content such as e-books, quick videos, personal and team assessments, tools and templates, and other materials, have been selected to ensure that you continue your journey to ongoing success beyond the classroom. All e-assets, such as books and videos, come with 1-year access.

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Reinforcement Videos

- Working Through Influence featuring Terri Kelly
- Ways People Lose Influence and Give Away Power featuring Allan Cohen
- Take the Other Person's Perspective featuring Daniel Pink
- How To Be Persuasive featuring Jay Conger
- How to Convince People of Your Ideas featuring Chip Heath
- Use Social Cartography to Map Influence featuring Daniel Pink
- Inspiring Others: The Power of True Leadership featuring David Taylor
- The 8 Key Words of Powerful Persuasion featuring Bob Burg
- Think Win/Win featuring Stephen Covey
- Strategies For Persuasion featuring Heather Loisel
- The Law of Influence: A Counter-Intuitive Principle featuring Bob Burg
- Influence: The Most Powerful Persuasion Techniques featuring David Taylor
- Persuasive Presentation featuring Raleigh Mayer
- Effective Leaders Use Power Well featuring Michael Shanahan

Book Summaries

- The 360 Degree Leader: Developing Your Influence from Anywhere in the Organization by John Maxwell
- The Art of Woo: Using Strategic Persuasion to Sell Your Ideas by G. Richard Shell and Mario Moussa
- Influencer: The Power To Change Anything by Kerry Patterson, Joseph Grenny, David Maxfield, Ron McMillan and Al Switzler
- Power: Why Some People Have It and Others Don't by Jeffrey Pfeffer

Blueprints

- *Profit Indicators: Key Metrics and Trends CEOs Use to Ensure Profitable Growth* by Patti D.Hill, Narayana Murthy and Patrick G. Duffeler

Leader-Led Activities

- *Facing Opposition Discussion Guide*
- *The Process of Influencing and Persuading Discussion Guide*
- *Using Influence and Persuasion Discussion Guide*
- *Persuasive Techniques Facilitation Guide*
- *Types of Power Facilitation Guide*
- *Know Your Audience Application Guide*

Self-Assessment

- Personal and Position Power
- You and Your Audience

Business Impact

- Business Impact: Influencing Key Decision Makers

Challenge

- Challenge: Launch Challenge: Influence and Persuasion

Tools

- Influence and Persuasion Opportunities
- Setting the Stage
- Audience Considerations
- Audience Issues
- Persuasive Techniques
- Creating Questions
- Facing Opposition
- Action Planning and Commitment

Test

- Leadership Advantage Test Yourself: Influence and Persuasion

Core Message

- Leadership Advantage: Influence and Persuasion 2.0

Case Study

- Why Use Influence?
- Consider Your Audience
- Influencing Key Decision Makers
- Choosing a Persuasion Technique

Key Concept

- Key Concept: Defining Influence and Persuasion
- Key Concept: Why Leaders Must Influence and Persuade
- Key Concept: About Personal and Position Power
- Key Concept: The Process
- Key Concept: Credibility, Knowledge, and Communication
- Key Concept: Knowing Your Audience
- Key Concept: Audience Preferences
- Key Concept: Making Your Case
- Key Concept: Stating Your Objective
- Key Concept: Persuasion Techniques
- Key Concept: Using Questions
- Key Concept: Acknowledging Opposing Perspectives
- Key Concept: Your Action Plan

e-Books

- 7 Secrets of Persuasion: Leading-Edge Neuromarketing Techniques to Influence Anyone
- Invisible Influence: The Power to Persuade Anyone; Anytime; Anywhere
- The Respectful Leader: Seven Ways To Influence Without Intimidation

Videos/Courses

- Verbal Language for Effective Influence
- How to Influence People You Don't Control
- The Law of Influence: A Counter-Intuitive Principle
- Influence: The Most Powerful Persuasion Techniques

Materials listed above are representative and do not include all assets, which are subject to change as titles and resources are always being updated.