

Extending Your Sphere of Influence

Overview

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.

Target Audience

Any professionals who need to work effectively with others without direct authority, as well as mid- and upper-level executives and managers who would benefit from understanding the motivations of others to achieve successful results for the business.

Course Objectives

After completing this course, students will know how to:

- 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

1 - An Influence Baseline

Enabling Collaboration
Facilitating Constructive Dialogue

2 - Elements of Influence

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

3 - 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

4 - A Network of Influence

Building a Purposeful Network
Strategic Reputation Management
Protecting Your Credibility

5 - Applying Influence Strategies

Adapting the Approach
Identifying Thinking Differences
Applying Strategies to Styles

6 - Working With Resistance

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