Strategies For Influencing Others

Overview
Strategies For Influencing Others shows leaders and individual contributors how to package their ideas in a way that will win over even the most skeptical individuals. Participants learn strategies for effectively capturing people’s attention, transforming their perspectives, and gaining their commitment to taking action.

Target Audience
Formal and Informal leaders at all levels

Learning Objectives
By the end of the workshop, participants will be able to:

- Capture stakeholders’ attention, gain their commitment, and make things happen.
- Leverage their personal power to gain other’s commitment to take action on promising ideas and alternatives that achieve business results.
- Implement new ideas, improvements, and alternatives that will have the greatest impact on organizational objectives.

Competencies
- Collaboration
- Communication

Course Content
- Influence to Achieve Results: The context of influencing in today’s business world is discussed. The three components of influencing are introduced.
- First Things First: Levels of commitment are discussed. Learners are introduced to The Commitment Worksheet and list the names of their stakeholders. They then identify the current commitment level of their stakeholders and what level is needed to move their ideas forward.
- Seven Strategies: Seven strategies of influencing are introduced with learners discussing how to adapt strategies depending on the stakeholder. Learners continue to work on their own opportunity on their Commitment Worksheet.
- Package Your Strategies: Through demonstration, learners discover how the best packaging engages hearts and minds. Learners determine which packaging techniques will work with their stakeholders.
- Get Commitment to Act: The final steps in gaining commitment are reviewed. Learners determine what clues might facilitate these final steps. Lastly learners answer reflection questions and discuss what they will do differently going forward.
**Who Needs to Take This Course?**

1. Are associates having trouble gaining commitment for ideas that will improve business products, procedures and outcomes?
2. Are associates hesitant to act on their ideas because commitment is needed by others outside their team or at a higher-level within the organization?
3. Do good ideas not get implemented because others did not understand the benefit it will have to the organization?

**Format / Length of Course**

Format: Classroom  
Length: 4 hours

**Cost**

$75/participant for materials

**Required**

None

**Prerequisites**

None

**Related Workshops**

- Communicating with Impact

**Pre-Work Required?**

None

**Manager Actions Required**

**Pre-Class:**

- Talk with your employee about strengths and developmental opportunities related to the competencies.
- Relate the information from the course to their job specific responsibilities.
- Ask the employee how they believe they will benefit from the workshop.

**Post-Class Support:**

- Have a discussion with the employee about their impression of the workshop.
- Help the employee identify situations where they can apply the course content.
- Give the employee feedback about how they are demonstrating the behaviors.