

Persuading People and Influencing Decisions

Overview:

Everyone may not have a position of power, but everyone has a position of influence! In today's global economy, influencing has become an essential communication skill – managers need to influence more and command less, subordinates have critical information that should be heard, and external constituents (vendors, clients, the community) play an increasing role in accomplishing organizational objectives.

This course helps participants understand what influencing means and how it impacts their effectiveness. Participants will gain an understanding of their personal motive preferences, the preferences of others and application of these dynamics within the context of everyday interaction in and out of the office.

Focus Areas:

- Understanding yourself, others and the situation to effectively influence the outcome of decisions
- Strategically position and plan your influencing efforts
- Understand the "hard-wired" psychology that influences everyone
- Align all of your efforts to maximize "The Persuasion Performance"

OJI – On the Job Impact:

- Get to "yes" - create your personal game plan for influencing people up, down, across and outside the organization to move
- Obtain "buy-in" from people that you have no formal authority over
- Tactically (and tactfully) target your influence approach to different types of people in order to connect with their internal motives

Who will benefit:

- Anyone who must influence others – internally and externally – in order to be effective in their roles
- Managers whose objectives must be attained through cross-functional participation of others who may not report to them
- Those in support functions (human resources, finance, marketing, IT) who must influence others to advance organizational policies and objectives