



Extending Your Sphere of Influence

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.

Length Days: 2 | Length Hours: 16

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 Dialogue2 - 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