

PROGRAM OVERVIEW

Positive Influence for Premium Results



Real World Challenge

The truth about success in any organization has always been that decisions get made and results produced because of the actions, intentions, and power of influential people who inspire trust and collaboration. Even clever combinations of formal authority, accessibility to information, and control over assets are not enough to convince people with maxed-out schedules and limited resources to add one more “mission critical” item to their agenda. Earning mindshare and people’s willing participation in the achievement of business objectives requires genuine intentions, trust, credibility, and a well-developed game plan.

Purpose

The goal of this program is to introduce tools and techniques for consistently winning support for individual and team objectives in shorter time frames. Participants will learn how to get results by inspiring people’s cooperation through trust, persuasion and influence and without the use of formal authority.

Business Impact

Using the process and tools from this program, your company/department will accelerate the achievement of the following business results:

THIS SECTION IS TAILORED TO THE SPECIFIC BUSINESS OBJECTIVES THE COMPANY AND/OR DEPARTMENT IS STRIVING TO ACHIEVE THROUGH PARTICIPANTS’ APPLICATION OF THE PERFORMANCE OUTCOMES.

Performance Outcomes

Upon completion of this program, participants will be able to:

- Use a structured process for effectively influencing others
- Build and sustain trust in work relationships
- Apply semi-formal consensus building techniques to expedite decision-making and ensure desired outcomes
- Adapt messages and actions to match the preferences of others
- Position ideas in ways that encourage people to adopt them

Training Format

A one and a half day workshop centered around realistic case studies. The program involves role plays, real world application and action planning. For maximum results, each workshop should have no less than 12 and a maximum of 15 participants.

Participant Materials

A Participant Guide and memory stick with toolkit templates

Content Outline

1. Introduction
2. Defining Influence
 - Group discussion and brainstorming
 - What is Influence?
 - Why is it important for you to be influential?
 - Characteristics of influential people
 - Influential Differential
 - Individual assessments: I-Style Evaluator & Self-Created Barriers to Influencing
 - Individual application: Personal Commitment Plans
 - Sources of Influence
3. I-Style (Influence Style)
 - Building Trust
 - Group Activity: *Sort It Out*
 - Behaviors that affect trust
 - Trusting others: How to trust responsibly
 - Being trusted: How influential people build trust
 - Networking
 - Sources of power
 - Team Activity: defining sources of power relative to the Corporate Culture (internal or external for sales/marketing)
 - Discussion and individual application: Personal Power Inventory
 - Insightfulness
 - Structural Holes
4. Situational Simulation: *House of Cards*
5. Positive Influence Process Model
6. Prioritized Objectives
7. Who to Influence
 - Gauging levels of influence and support
 - Influence mapping
8. Walk A Mile In Their Shoes
9. Influence Exchange
 - The steps to determine best course of action
 - Influence techniques: Nemawashi, incremental approach, reciprocal concessions, and inoculation
 - Positive Persuasion techniques: Timing, Fairness, Framing
 - Individual & Team Activity: *Case Study*
10. Customized Role Plays
11. GPS Plans
 - Group discussion and brainstorming: Overcoming self-created barriers to influence
 - Individual application: Action plan for applying learning
12. Close

Recommended Implementation Process

The following illustrates the recommended steps to support ongoing application of the tools and processes learned in the *Positive Influence for Premium Results* workshop. Each element is designed to help ensure that participants are using what they learned in direct contribution to the business objectives targeted by management in the GPS (Goal Producing Strategy).

