

# TOOLS FOR INFLUENCING

How do you influence others to take action when you have no formal authority with them?

## For Business Professionals

### Who should attend?

- ✓ Business Professionals
- ✓ Sales Professionals
- ✓ Managers/ Group Leaders
- ✓ Project Managers/ Supervisors

### How you will benefit...

- Identify real-world business situations where emotions played a role in influencing someone
- Learn the 4 potential outcomes from every influence situation you face
- Discover the 3 Power Bases to leverage when influencing
- Identify situations for using 12 different influence tools
- Apply your own real-world situations to the exercises in class
- Build an email to achieve your influence goal, even when you have no authority with the other person
- Learn how to create the best environment for effective conversations
- Apply a 3-step conversational tool for developing rapport and trust
- Learn why stories are such a powerful tool and how we can leverage them to influence
- Differentiate between when to use a success story versus a failure story

### Course Content

#### Influence takes Heart & Mind

- Emotions in business
- Your influence situations

#### Building Blocks of Influence

- 4 Potential outcomes when you attempt to influence
- 3 Power bases to leverage
- 12 Influence tools

#### Influence in Writing – email

- The empathy buffer tool
- Structure of the written influential argument

#### Influence in Conversation

- Creating the environment
- Establishing trust
- 3-tiered listening tool to improve conversations

#### Influence with a group – story

- The influential story tool
- Use success and failure to build your influence story

#### Deliver Your Influence Story

- Receive coaching and feedback



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## Course Activities



### Identify influence used in business

Work in groups to identify the business situations where influence played a role in the success or failure.



### Develop an influential email

Using a realistic business situation, you will construct an email using the acknowledge and influence model.



### Influence in a conversation

Each student will participate in an interactive situational exercise to build rapport and influence with another person, then receive feedback.



### Influence a group of people

Develop an influential lesson-learned story to move a group toward action.



### Receive feedback and coaching

You will receive feedback and coaching on each of your exercises.