



Influence without **AUTHORITY**

Clear, Concise and Confident Presentations

How You'll Benefit:

- Learn how to build trust and influence others, even without formal authority.
- Understand the emotional drivers behind action and decision-making.
- Apply three power sources — authority, logic, and relationships — to strengthen influence.
- Use communication tools to build rapport, ask better questions, and move others to action.
- Create and deliver persuasive messages using the Influence Message Model.

Program Overview:

Influence is not about authority — it's about connection, trust, and clarity of communication. This workshop helps professionals gain the skills to move people to action, even when they lack positional power. Through interactive exercises, participants explore the emotional and logical drivers behind decision-making, practice using empathy and curiosity to build rapport, and learn how to structure influence messages that inspire commitment rather than compliance. By applying practical frameworks like the **Three Power Sources**, the **Three-Step Conversation**, and the **Influence Message Model**, learners leave equipped to communicate with confidence, credibility, and influence across any level of the organization.

Who Should Attend:

- **Professionals** who lead projects or teams without direct authority.
- **Rising leaders** and managers who must influence across departments.
- **Engineers, analysts, and technical** professionals presenting recommendations.
- **Individuals** who need to gain buy-in from stakeholders, clients, or peers.

Tools You'll Receive:

- **Four Influence Outcomes** — Understand the difference between compliance, commitment, consideration, and conflict.
- **Three Power Sources** — Authority, logical, and relational power for effective communication.
- **Conversation Environment Model** — Build trust through empathy, safety, and genuine interest.
- **Three Levels of Conversation** — Move from small talk to meaningful discussions about values and beliefs.
- **3-Step Conversation Tool (Ask-Affirm-Follow-Up)** — Strengthen connections and show authentic interest.
- **Influence Message Model** — Structure persuasive messages through headline, need, solution, and ask.
- **Headline Techniques** — Gain audience attention with personalization, emotion, and clarity.



Concepts we'll teach you (Objectives):

- How to influence others through trust, empathy, and communication – not authority.
- How to build credibility and reduce resistance through emotional connection.
- How to adapt your message for logic and emotion to drive commitment.
- How to use the Influence Message Model to gain buy-in and inspire change.
- How to apply conversation and questioning skills to strengthen relationships.

Activities:

- **Group Exercises** – Identify influence outcomes and apply real-world examples.
- **Applied Power Scenarios** – Discuss and evaluate the use of authority, logic, and relational power.
- **1-on-1 Conversation Simulations** – Practice empathy, open questioning, and the 3-Step Conversation Tool.
- **The Risk and Stakes exercise** – To identify how humans approach change.
- **Influence Message Planning** – Build and deliver a persuasive message with peer coaching.
- **Reflection and Implementation** – Create personal commitments for applying influence skills on the job.

Agenda:

- Topic 1: **Action Requires Feeling** – Understanding emotion as a driver for change.
- Topic 2: **Four Influence Outcomes** – Comply, Commit, Consider, Conflict.
- Topic 3: **Three Power Sources** – Authority, Logical, and Relational power.
- Topic 4: **Building a Conversation Environment** – Empathy, safety, and interest.
- Topic 5: **Questioning Techniques** – Open, closed, and alternative choice questions.
- Topic 6: **Three Levels of Conversation** – From small talk to values.
- Topic 7: **The 3-Step Conversation Tool** – Ask, affirm, follow-up.
- Topic 8: **Influence Message Model** – Headline, need, solution, ask.
- Topic 9: **Practice and Application** – Develop and deliver an influence message.
- Topic 10: **Evaluate and Implement** – Reflect, plan next steps, and commit to improvement.

Delivery Format
In-Person or Virtual

Duration & Structure
7 hours

Up to
10 participants

Targeted Reinforcement:

1. **Short Cut Card (Included):** Quick reference guide of the tools and tips learned in class.
2. **AI Coach Experience for 30 days** (Additional Charge)
 - **Scenario 1: Crafting an Influence Strategy:**
Practice using the Process Model for Influencing to refine your strategy and build confidence before influencing a resistant client.
 - **Scenario 2: Resolving Financial Reporting Discrepancies:**
Practice using the AAPC model to acknowledge concerns, propose solutions, and influence collaboration with an Operations Manager to resolve reporting discrepancies.
 - **Scenario 3: Building Trust with a New Client:**
Practice using the Ask-Affirm-Follow-Up model to build trust and influence a hesitant client to accept the change, fostering a positive working relationship.