



# Influence

## Course Description:

The skill of influence is not reserved for leaders alone. We all need to understand how to influence others. Positive influence is necessary to achieve personal and professional goals. You are being influenced every day to help others achieve their goals. It is time for you to begin influencing others, in order to achieve your goals.

## Course Objectives:

**After completing this workshop, you will have the tools and deep understanding of how to influence others toward your way of thinking in order to achieve your goals and objectives. This course is designed for people that need to influence others, even without having authority over them.**

- Learn what influence is and what it isn't
- Understand the psychology of influence
- Learn how to use effective communication skills to help others see your point of view
- Understand the various motivation drivers
- Learn how to change behavior without the "Stick & Carrot"
- Create a common goal and compelling vision
- Understand Extrinsic vs Intrinsic motivation



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## Who should attend?:

Everyone should attend this training! You are influencing others from the moment you wake up until you go to sleep at night. We influence our children, our dog, our significant other, our peers, our boss, and our friends as well. You may not realize this, but from influencing a friend what restaurant to eat at or what movie to watch, to influencing your co-workers or your manager, you are influencing others all the time. The question is, is it working? Learn what works and what doesn't

## Why should you take this workshop?:

### Learn how to prepare for any influential interaction

- Learn the three needs critical to meet in order to influence another person
- Understanding Personality Styles is critical to success influencing others
- Learn the 3 Levers of Influence and how to pull the correct one for a win
- Learn how to influence without authority

### Communication Skills

- Learn the various communication styles and adapt to gain credibility
- Common communication mistakes you must avoid to maintain credibility
- Create "Buy In"

### Positive Influence for great results

- Learn what makes others want to follow you
- Overcoming difficult obstacles and those set in their ways
- Turning a negative into a positive through influence
- Avoid credibility robbers