



STRATEGIES FOR INFLUENCING OTHERS

LEARNING FORMATS: CLASSROOM (ONSITE ONLY) & VIRTUAL

Whether it's an innovative breakthrough or a simple process improvement, making it happen generally requires commitment from others in the organization. The best way to gain this commitment is to have a strategy for each stakeholder.

This course shows leaders and individual contributors how to package their ideas in a way that will win over even the most skeptical individuals. Participants learn strategies for effectively capturing people's attention, transforming their perspectives, and gaining their commitment to taking action.

DO YOU FACE ANY OF THESE ISSUES?

- > Are associates having trouble gaining commitment for ideas that will improve business products, procedures, and outcomes?
- > Are associates hesitant to act on their ideas because commitment is needed by others outside their team or at a higher-level within the organization?
- > Do good ideas not get implemented because others did not understand the benefit it will have to the organization?

PERFORMANCE OBJECTIVES

Helps associates:

- > Capture stakeholders' attention, gain their commitment, and make things happen.
- > Leverage their personal power to gain other's commitment to take action on promising ideas and alternatives that achieve business results.
- > Implement new ideas, improvements, and alternatives that will have the greatest impact on organizational objectives.

PRIMARY COMPETENCY DEVELOPED

- > Influence

SECONDARY COMPETENCY DEVELOPED

- > Building Strategic Work Relationships

COURSE OVERVIEW

- > **Influence to Achieve Results:** Facilitator reviews the context of influencing in today's business world. The three components of influencing are introduced.
- > **First Things First:** Learners discuss the levels of commitment. The Commitment Worksheet is introduced and learners list the names of their stakeholders. In pairs, they identify the current commitment level and what level is needed to move their ideas forward.
- > **Seven Strategies:** Seven strategies of influencing are introduced with learners discussing how to adapt strategies depending on the stakeholder. Learners participate in an activity based on one of the strategies, Consider Environmental Factors. Learners review the importance of gathering data and how it can be used when determining strategy. Through a video-based activity, learners gain a understanding of three other strategies they can use to gain commitment. Learners continue to work on their own opportunity on their Commitment Worksheet.
- > **Package Your Strategies:** Facilitator uses a demonstration to illustrate how the best packaging engages hearts and minds. Learners watch a video to see the three packaging techniques in action. The debrief overviews the packaging technique of The Unexpected. In small groups, learners use the Paint the Picture technique to present an idea. The last technique, The Power of Questions, is reviewed and learners work in teams to generate provocative questions. They report out their questions to the rest of the group. Learners determine which packaging techniques will work with their stakeholders and then discuss with a partner.
- > **Get Commitment to Act:** Facilitator reviews the final steps in gaining commitment—Gauging Readiness and Agree on Next Steps. Referring back to the video, learners determine what clues might facilitate these final steps. Learners answer reflection questions and discuss what they will do differently going forward.

VIDEO SEGMENT SUMMARY

- > An introduction to a frustrated stakeholder and someone trying to get his request moved up in a production schedule.
- > A positive model video of using strategies and packaging techniques to show a stakeholder how an idea will have a positive impact on the organization.

COURSE DETAILS

- > **Target audience:** All employees through frontline leaders.
- > **State-Fundable:** Yes (onsite).
- > **Course length:** 4 hours (onsite), 3 hours (virtual).
- > **Facilitator Certification:** Certified facilitator required.
- > **Prerequisites:** None.
- > **Optimal group size:** 8 to 16. 20 maximum.
- > **Course Prep:** Yes. 20 minutes.
- > **Notes:** Suitable for all environments. Onsite training available in Spanish.

OTHER COURSES TO CONSIDER

- > Making Meetings Work
- > Making High-Quality Decisions
- > Networking for Enhanced Collaboration
- > Resolving Workplace Conflict
- > Strengthening Your Partnerships