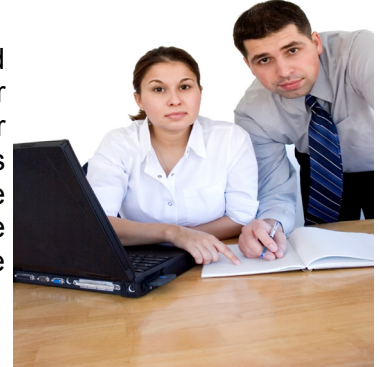


Course Description

Influencing Skills for Managers AMS227

Overview

Managers are faced with a unique challenge when managing team members and stakeholders – influencing without authority. In order to be successful, a manager must skillfully market the ideas that matter and create compelling visions for their team members and stakeholders to buy into. This course will address the nuances of using persuasive communication, building trust and rapport in order to achieve goals. It is comprised of interactive lecture, small group role-play, and case analysis. A reflective instrument designed to assess your influence style will be utilized.



After completion of this workshop, participants will be able to:

- Set goals for influencing
- Clarify your mission and goals
- Generate an assessment of the influencing results
- Assess the decision makers, stakeholders, the organization, and yourself
- Create marketing solutions for influencing
- Design an idea marketing strategy that works
- Generate and select attributes that sell
- Embrace persuasive communication tactics
- Ask the right questions, find commonalities and build trust and rapport with the project team
- Build the right presentation to obtain buy-in based on your audience
- Use persuasive methods to sway decisions in the project's favor

Format

This course is highly interactive and adaptive to participant's interests and needs. A discussion approach is used and is accompanied by individual and team exercises. The coverage is practical but intense and designed to impart usable skills for each participant.

Delivery Options

Duration

2 Days/Online 12 hours

Who Should Attend

Managers who wish to enhance their relationship building and influencing skills would benefit by taking this course.