



The Influential Leader

Program Outline

Overview Leaders increasingly need to influence others across the organization on complex issues. They also compete for the attention of time-poor stakeholders in environments of greater pressure.

In this program we explore what's required to create highly persuasive business cases and engage larger audiences of stakeholders with differing needs. Participants gain a set of practical skills and tools that will enable them to more effectively gain support for their ideas and recommendations.

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- Topics**
- Circles of Concern and Influence
 - Qualities of Effective Influencers
 - Decision Making
 - The Value Equation
 - Influence approaches
 - Persuasive messaging
 - Developing an influencing strategy

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- Outcomes**
- Communicates key messages and ideas more concisely and persuasively
 - Exercises control over a room
 - Creates compelling arguments to support ideas
 - Develops appropriate influencing strategies

Duration 1 Day