



INFLUENCING AND PERSUADING

PROGRAM OVERVIEW

PERSONA



Aggregator

COMPETENCY



Navigating
Politics

SKILL



Influencing
without Authority

This 1-2 day program equips leaders with the skills to effectively influence and persuade others, even without formal authority. Through practical strategies and interactive exercises, participants will learn how to build relationships, align interests, and communicate compellingly to drive decisions and gain buy-in from stakeholders. The program emphasizes ethical influence, fostering collaboration, and achieving shared objectives in a professional environment.

PROGRAM OBJECTIVE

By the end of this program, participants will:

- Understand the principles of influence and persuasion and their application in leadership.
- Develop strategies to build trust and align stakeholder interests.
- Master techniques for influencing without relying on authority, such as leveraging relationships and credibility.
- Enhance their ability to communicate persuasively to gain support and commitment.
- Learn to navigate resistance and manage conflicts constructively.



PROGRAM OUTLINE

MODULE 1:

THE FUNDAMENTALS OF INFLUENCE AND PERSUASION

- Explore the psychology behind influence and persuasion.
- Understand the difference between influence and authority.
- Learn the key drivers of trust, credibility, and rapport-building.

MODULE 2:

BUILDING RELATIONSHIPS AND ALIGNING INTERESTS

- Develop techniques to establish mutual respect and build strong professional relationships.
- Learn how to identify and align individual and team interests with organizational goals.
- Practice active listening and empathy to understand stakeholder needs.

MODULE 3:

COMMUNICATING PERSUASIVELY

- Discover techniques for crafting persuasive messages tailored to different audiences.
- Learn how to use storytelling, data, and emotional appeals effectively.
- Practice delivering persuasive presentations and conversations to inspire action.

MODULE 4:

INFLUENCING WITHOUT AUTHORITY

- Understand the importance of leveraging informal networks and stakeholder mapping.
- Learn techniques to gain support by engaging allies and building coalitions.
- Practice influencing scenarios where authority is limited but outcomes are critical.



MODULE 5:

MANAGING RESISTANCE AND GAINING BUY-IN

- Explore strategies to address and overcome resistance constructively.
- Learn how to use negotiation and compromise to achieve win-win outcomes.
- Develop skills to navigate challenging conversations and maintain relationships.

MODULE 6:

PRACTICAL APPLICATION AND PERSONAL ACTION PLAN

- Participate in role-playing exercises and case studies to apply learned techniques.
- Reflect on personal influencing strengths and areas for growth.
- Create an actionable plan to integrate influencing and persuasion skills into daily leadership practices.

Period

**1-2
Days**

Program designed for:

Senior Specialist, Coordinator,
Supervisor