

Course Code: 2681

Learn to influence people who don't work for you to get the results you need.

Whether you're dealing with bosses, colleagues, staff members, or senior management, the ability to win respect, influence people, and cultivate cooperation is absolutely essential to career success. What's more, in challenging economic times, the people with whom you interact in business can change on a moment's notice. The ability to adapt quickly and work with anyone to achieve desired results is crucial - especially when you don't have immediate authority to command their cooperation. At this seminar, you'll focus on the key elements of influencing others when there is lack of authority - personal power, persuasion, and negotiation.

Learn how to influence people by building your power base using the Personal Power Model. Gain an understanding of exchange and reciprocity (the first steps in the influence process), and adapt behavior patterns that build credibility. Learn to persuade with a framework of discovery, preparation, and dialogue, and master the key components of negotiation.

You'll practice influencing techniques in this information-packed program, and you'll enhance your learning with videos, exercises, assessment tools, and group discussions.

How You Will Benefit

- Establish or regain credibility so you can begin to influence people
- Effectively use your power base to persuade others
- Understand the person you're trying to influence and learn to persuade through give-and-take
- Develop and grow relationships within your organization and beyond
- Create a collaborative work environment for faster, better results
- Let work styles and communication differences work for, not against, you
- Successfully sell your ideas and implement change
- Achieve trust and give-and-take relationships up, down, and across the organization
- Influence people while projecting self-confidence without being pushy
- Adapt your style to the person or situation you're dealing with

Learn negotiating techniques that promote win-win outcomes

What You'll Learn

- Determine your personal power base
- Using the *Quick Style Indicator* and *Personal Style* instruments, determine your personal style as it relates to people, tasks, time, and situations
- Analyze your approach when influencing others and know how to adjust it
- Fundamentals of exchange and reciprocity
- Develop and apply persuasion skills using four skill steps to influence others
- Improve your basic interpersonal skills of listening, questioning, and providing constructive feedback
- The value of constructive conflict and how to work through conflict situations when influencing

Who Needs to Attend

- Managers, supervisors, team leaders, project managers, and office professionals who need to get work done through others
- Anyone who needs to influence people or convince them to buy into an idea or follow up on a request



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CLASSROOM LIVE

\$2,895 USD

2 Day

Classroom Live Outline

1. Personal Power

- Personal Power Model and how to use it as your personal power base
- Behaviors indicating effective influencing
- Ways to develop the platform for a personal power base

2. Building Your Personal Power Base

- How exchange, relationship, and partnership are the foundation of one's personal power base and the keys to influence
- Your exchange portfolio
- Principle of reciprocity
- Ways to build relationships upward, downward, and laterally within your organization
- Value of creating partnerships

3. Personal Preferences

- Importance of behavioral patterns when influencing others
- Major behavioral patterns that you deal with in organizations
- Identify your preferred behavioral pattern and those of others
- Impact of the negative attribution cycle

4. Persuasion

- Apply credibility, logic, and emotion in the persuasion process
- Evaluate where your audience is on both the communication and personality issues, and develop an approach
- How persuasion is a learning and negotiation process
- How to follow the key learning steps of discovery, preparation, and dialogue in the persuasion process

5. When Conflict Comes Between You and Your Desired Results

- Impact on getting results
- Conflict management responses available

- How to provide constructive feedback and not add to the conflict
- How to select the appropriate option for a situation

6. Getting Better Results Through Negotiation

- Key preparation and process steps of negotiation
- Apply the principles of "soft" negotiation
- Apply influence, persuasion, and negotiation activity

7. Action Plan

- Learning Points from the program
- Apply learning points to specific changes on persuasion offers

Aug 5 - 6, 2026 | 9:00 AM - 5:30 PM | WASHINGTON, DC



Course Code: 2681

VIRTUAL CLASSROOM LIVE

\$2,895 USD

4 Day

Virtual Classroom Live Outline

1. Personal Power

- Personal Power Model and how to use it as your personal power base
- Behaviors indicating effective influencing
- Ways to develop the platform for a personal power base

2. Building Your Personal Power Base

- How exchange, relationship, and partnership are the foundation of one's personal power base and the keys to influence
- Your exchange portfolio
- Principle of reciprocity
- Ways to build relationships upward, downward, and laterally within your organization
- Value of creating partnerships

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Jan 26 - 27, 2026 | 9:00 AM - 5:00 PM EST

Feb 12 - 13, 2026 | 9:00 AM - 5:00 PM EST

Mar 3 - 4, 2026 | 10:00 AM - 6:00 PM EST

Mar 23 - 24, 2026 | 9:00 AM - 5:00 PM EDT

Apr 20 - 21, 2026 | 9:00 AM - 5:00 PM EDT

May 12 - 13, 2026 | 10:00 AM - 6:00 PM EDT

May 28 - 29, 2026 | 9:00 AM - 5:00 PM EDT

Jun 16 - 17, 2026 | 9:00 AM - 5:00 PM EDT

Jul 13 - 14, 2026 | 10:00 AM - 6:00 PM EDT

Aug 24 - 25, 2026 | 9:00 AM - 5:00 PM EDT

Sep 14 - 15, 2026 | 10:00 AM - 6:00 PM EDT

Oct 1 - 2, 2026 | 9:00 AM - 5:00 PM EDT



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PRIVATE GROUP TRAINING

2 Day

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