

Selling Your Ideas

The art of influencing others is an essential skill for corporate success. Even without “position” power, you can learn to recognize what motivates others to accept your ideas and what you can do or say to maximize your impact.

Program Content:

Introduction

- Program Objectives
- Definition of Influence

Influence and the Organization

- Does Culture and Structure Impact Influence?
- Influencing Results Up and Across the Organization

Understanding Personality Styles

- Personality Style Assessment
- How Your Personality Style Relates to Others

Communication That Influences

- Verbal Communication
- Influencing Through Words and Phrases
- Questioning Techniques
- The Importance of Listening when Attempting to Influence

Stages of Influence

Stage 1 – Self-Confidence

- Common Types of Insecurity
- Expressing Self-Confidence

Stage 2 – Motivation

- Understanding Human Behaviour
- Understanding How Situations Affect People’s Motivation
- Motivating Others

Stage 3 – Presentation

- Formal Presentations
- Group Meetings
- One-on-One
- In Writing
- Influencing Strategy

Stage 4 – Persistence

- What is Needed to Develop Persistence?

Influencing Tips and Practice