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## Extending Your Sphere of Influence

### Overview

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In this course, you will learn to become proficient in the art of persuasion, selecting and utilizing appropriate styles and strategies to have the most influential effect, as well as understanding how to protect yourself from being manipulated by others.

### Target Audience

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Any professionals who need to work effectively with others without direct authority, as well as mid- and upper-level executives and managers who would benefit from understanding the motivations of others to achieve successful results for the business.

### Course Objectives

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After completing this course, students will know how to:

- Build workplace relationships based on mutual trust and respect
- Collaborate effectively through influence and persuasion
- Recognize and enhance your sources of personal power
- Choose and apply appropriate influence strategies
- Work with resistance to gain commitment and buy-in

### Course Outline

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#### 1 - An Influence Baseline

Enabling Collaboration  
Facilitating Constructive Dialogue

#### 2 - Elements of Influence

Focusing on the Outcome  
Seeing Influence as a Mental Equation  
Differentiating Influence from Manipulation

#### 3 - Power and Persuasion

Developing and Using Power Sources  
Developing the Art of Persuasion  
Appealing to Integrity, Emotions, and Intellect  
Building Five Types of Trust  
Applying Five Principles of Influence

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#### **4 - A Network of Influence**

Building a Purposeful Network  
Strategic Reputation Management  
Protecting Your Credibility

#### **5 - Applying Influence Strategies**

Adapting the Approach  
Identifying Thinking Differences  
Applying Strategies to Styles

#### **6 - Working With Resistance**

Encountering and Addressing Resistance  
Building Collaboration through Quality Dialogue  
Getting Results through Persistence and Persuasion

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