



The Power of 3: Persuasion

AUDIENCE

Managers and employees at all levels and from all areas of the organization.

What does it take to influence well? 'The Power of 3'!

Program Benefits

The Power of 3, from Accordence, helps people become more successful persuaders and influencers by applying three different perspectives to issues they face. These 3 Influence Perspectives, rooted in philosophy and psychological research, are the mindsets through which we "see" the world. People who are most effective at resolving differences are adept at viewing the world from all three: First Person (advocating one's own needs), Second Person (acknowledging others' point of view), and Third Person (observing objectively to seek what is reasonable and fair).

During this fast-paced, highly interactive workshop, participants learn to apply and integrate these three perspectives in order to improve influence and overall work relationships. After *The Power of 3*, your managers and employees will be better able to:

- influence effectively in order to strengthen all relationships at your organization
- increase awareness of how they and others approach influence
- recognize the strengths and weaknesses of different approaches to persuasion
- advocate for their own needs when persuading and influencing
- support the other person in an influence situation
- create fair solutions with objectivity
- develop strategies for dealing with people with different styles
- build consensus in spite of differing views
- make better choices when faced with opposition

Program Description

Because successful influencing requires the ability to understand situations from three key perspectives, *The Power of 3* participants build their awareness of three perspectives with certain characteristics:

- First Person (Advocate): assertive, decisive, competitive behaviors and mindset
- Second Person (Helper): empathetic, understanding, relationship-building behaviors and mindset
- Third Person (Observer): reflective, objective, careful behaviors and mindset.

All participants complete the *Mindset and Influence Style* assessment during the workshop to become more aware of their own tendencies when faced with differences of perspective and persuasion challenges. Building on the information in their self-assessments, during the workshop participants roleplay the challenging situations they may encounter, as well as strategic responses based on the framework.

Implementation/Customization

We customize presentations through interviews, collaborative workshop design, and feedback. By interviewing a representative cross-section of participants prior to a workshop, we become familiar with issues they face. We provide participants with a dynamic learning environment to satisfy their desire for a job-relevant experience while appealing to various learning styles.

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