**influence inside™**

An engaging workshop that develops skills for influencing others.

<table>
<thead>
<tr>
<th>Time</th>
<th>Module</th>
<th>Activity Description</th>
</tr>
</thead>
</table>
| 8:30 – 10:15 w/break 105 min | Influence Framework | • Discover the 4 Cs of Influence.  
• Identify the Push and Pull communication skills critical for influencing others.  
• Understand the Myths of Influence.  
• Understand your areas of strength and improvement as an influencer. |
| 10:15-10:55 40 min | Knowing Your Stakeholders | • Identify who your critical stakeholders are.  
• Understand what you need to know about your stakeholders in order to effectively influence them.  
• Determine the current quality of the relationship you have with each stakeholder and strategies for improving.  
• Participants create a visual spider map of their Influence Network and determine the current quality level of each.  
• Through full group and peer coaching conversations, they determine the most critical stakeholders and initial strategies for building the relationship.  
• Participants begin to complete their Influence Strategy Worksheet. |
| 10:55 – 1:45 w/ lunch 110 min | Building Credibility | • Learn the two elements that contribute to establishing Credibility.  
• Understand the factors that influence Trust.  
• Develop skills to respond to requests in a way that ensures trust is maintained.  
• Develop the capability to communicate your Competence through the use of Expertise Statements.  
• Identify a strategy for establishing Credibility with your key stakeholder(s).  
• By exploring personal stories of trusting relationships, participants discover the 13 key behaviors that build trust.  
• Using table discussion scenarios, participants identify a strategy for how to rebuild trust when it has been broken.  
• Through a paired practice, participants learn and apply the Request/Offer model.  
• Participants create an Expertise Statement that is related to one of their influence situations and receive feedback on it.  
• Using the Credibility Tactic Grid and the skills practiced, participants continue to work on their real life Influence challenge using the Influence Strategy Worksheet. |
| 1:45 – 2:15 30 min | Establishing Common Ground | • Understand the elements that contribute to your ability to establish Common Ground with your stakeholders.  
• Build skill in using the Pull Skills of Listening, Asking Questions, Yes/And.  
• As a full group, participants discuss the power of language as it relates to Establishing Common Ground.  
• Participants continue to work on their real life influence challenge using the Influence Strategy Worksheet. |
| 2:15-3:30 w/break 75 min | Communicating Compelling Positions and Evidence | • Understand how to communicate data and ideas in a way that is compelling.  
• Build skill in using the Push Skills of Metaphors and Stories.  
• Review examples of compelling messages and the use of metaphors, examples and stories as a key differentiator.  
• By participating in a Simile/ Metaphor improvisational activity participants practice tapping into their creativity and discover the power of speaking in visual ways.  
• Individuals work on creating and delivering a story to support their real life influence challenge using the Story Spine framework.  
• Participants continue to work on their real life influence challenge using the Influence Strategy Worksheet. |
| 3:30-4:00 30 min | Connecting Emotionally | • Understand the power of emotion in influencing others.  
• Discover the 3 Ps (Pain, Pleasure & Purpose) of emotion and how to tap into them to influence others.  
• Using video clip examples, participants identify the types of emotion good influencers tap into and how they do that through their words and actions.  
• Participants continue to work on their real life influence challenge using the Influence Strategy Worksheet. |
| 4:00 – 4:30 30 min | Pulling It All Together | • Apply the 4 Cs and the Push and Pull skills of influence to a real life influence challenge conversation.  
• Determine Application Next Steps.  
• In pairs, participants use an influence conversation planning tool and set of concern cards to participate in a practice conversation using their real life influence challenge situation.  
• Participants review their Influence Strategy Worksheet and commit to application next steps and communicate those to the class.  
• On the job influence inside™ resource tools are reviewed. |

For more info contact Advantage Performance Group • www.advantageperformance.com • contact@advantageperformance.com • 800.494.6646

---

**Influence inside™ Multi-rater Assessment**

On-line assessment that provides participants data about their current level of effectiveness in influencing others.

**influence inside™ Workshop**

A blend of simulation, improvisational activities and one-on-one coaching applied to real-life influence opportunities.

**Application and Follow-thru**

Stakeholder Application Worksheet and tools to assist in applying back on the job.