



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.

Time	Module	What You Will Learn	Activity Description
8:30 - 10:15 w/break 105 min	Influence Framework	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> Simulation Myths of Influence are reviewed. The Influence Model is revealed and debriefed in the context of the simulation experience.
10:15-10:55 40 min	Knowing Your Stakeholders	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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). 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> As a full group, participants discuss the power of language as it relates to Establishing Common Ground. Participants engage in an interactive activity called The Talk Show Host as a way to discover and practice the Pull Skills critical to influencing others. 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	<ul style="list-style-type: none"> Understand how to communicate data and ideas in a way that is compelling. Build skill in using the Push Skills of Metaphors and Stories. 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Apply the 4 Cs and the Push and Pull skills of influence to a real life influence challenge conversation. Determine Application Next Steps. 	<ul style="list-style-type: none"> 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.