

## Develop your Influencing Skills

### Workshop Aims

Influencing skills is an essential skill for anyone. Effective influencing requires you to have good communication, interpersonal skills and assertiveness. This workshop will explore the essential elements of effective influencing and how you can develop the skills and attitudes of effective influencers. **This course is targeted at those who need to influence people, internally or externally and need to develop their skills in this area. Participants should have good basic communication skills.**

### Workshop Objectives

By the end of the course you will be able to

- Discuss ways to influence people
- Apply influence strategies to gain buy-in and commitment
- Know how to adjust your approach to the situation and people involved
- Build awareness to manage resistance and challenging behaviours

### Workshop Format

The programme will be highly participative and include discussions, exercises and practice to address the objectives. The participants will be encouraged to interact and discuss the relevant areas to ensure that knowledge and skills are developed. Discussions and ideas will be related to the participants own situations.

### Workshop Content

- Introduction, objectives and expectations
- Influencing explored: Here we will discuss the benefits of developing quality influencing skills. Once the drivers for the learnings are agreed we will explore, define and discuss what influencing is, how people are influenced, common challenges and barriers to influencing, the mistakes that people make.
- Influencing styles and approaches: The focus here we will be to explore the different styles and approaches, the strengths and limitations of different approaches, when and when not to use, combining styles and recognising your *go to* style. The participants will explore how to use the different approaches in different situations, the essential skills required, their challenges and how to overcome them. Practice, exercises, discussions will be used to develop understanding, awareness and skills. Using and developing different power bases will be explored determining how, where and when to leverage the right approach.
- Stakeholder analysis: Stakeholder analysis tools will be introduced, and participants will complete a stakeholder analysis for specific projects/influencing scenarios.
- Establishing trust, rapport and building the relationship: The role that trust, rapport, listening and your personal presence plays in influencing others. We will look how to establish rapport, credibility and create the right impression. The participants will work

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on being truly present when listening, tuning in rather than tuning out and work with multiple perspectives.

- Managing objections and resistance: The common reasons that people object and resist and how to manage the process assertively. We will cover how to develop and demonstrate an understanding of needs and concerns, how to involve others in the process, how to stay assertive and communicate with confidence.
- Action plan: All participants will develop an action plan to transfer learnings back to the workplace.