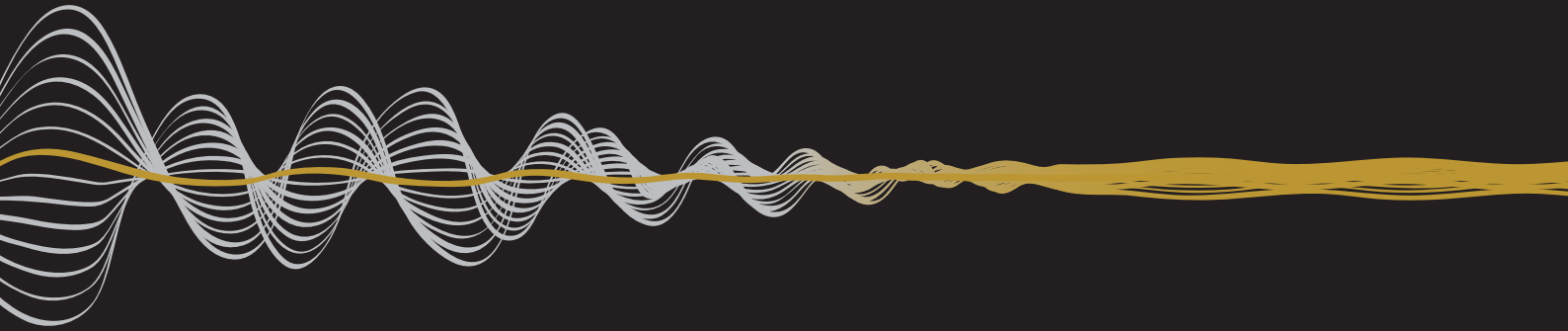




The Influence Company

Influence in Action



- Influence Skills are Vital to Success
- Innovative Programmes Deliver Results Quickly
- Highly Cost Effective, High Impact

Influence Skills are Vital to Success

For most people, success depends on their ability to influence. In the new, flatter, matrix-structured organization, most colleagues cannot use positions of authority and power to make things happen. Instead, they have to develop skills within themselves to influence results.

Over the last few years we have intensified our research into the challenges and solutions surrounding influence in the large corporation.

As people grow within organisations their influencing skills become increasingly important to the success of the business.



The best influencers know how to build and maintain the relationships that are important in achieving win:win outcomes.

Innovative Programmes Deliver Results Quickly

For decades there has been conventional training now there is

Influence in Action

Development of skills through Real Work

We have developed a unique process to develop better influence and communications skills in the minimum of time away from the workplace. Our workshops give people an understanding of the psychology of influencing that works for all parties. They expand their negotiating capabilities through practicing real work situations using new techniques and bring the learning into immediate use in their work.

We work with you to provide a fast and effective programme, where your colleagues learn and use powerful influence plans and techniques.



Three Steps To Win:Win

Step 1 – Influence in mind

A unique pre-workshop 360° questionnaire, completed on-line. Participants gain an insight into their influencing style from the comprehensive report including pre-workshop training in the influence model. This pre-work allows participants to plan the areas they want to focus on, before attending the workshop, and allows the facilitators to use all the time on real work-based experiences.

Step 2 – Influence in action

A one-day in-house programme for up to 25 participants, using real work situations pre-prepared by the participant in discussion with their sponsoring line manager. Participants are given a navigation template to help them apply the clear-cut responsive/assertive model and to prepare a plan of action which they take back to their line manager. There is immediate and visible transfer of the learning to the workplace.

Step 3 – The Application of Influence

The second-day workshops enable the participant to extend and deepen their influencing ability, depending on the business focus and strategic importance of their role. There are a variety of choices for the second day workshop.

"Participants benefit enormously from the 360 degree survey of their influencing behaviours. They see, from the graphics in the survey report, how different respondents have rated their effectiveness on each of the influencing behaviours. The design of the personalised survey, and report, helps participants not only to pinpoint behaviours that they need, or wish, to develop, but also to be aware of behaviours which are seen as strengths to build on. The opportunity for respondents to add comments provides additional and very helpful insights for a participant."

Claire Ballard, AFBPSS, C.Psychol,
Registered Psychologist (HPC), MAC
Director of Research & Development



International Negotiations Skills

Follow-On Option – Two Day

This two-day workshop will enable sales people and key account managers to negotiate successfully with their partners worldwide. It identifies the key skills of negotiating, as well as providing a practical framework for preparing a negotiation. It looks at how to work out your tactics, maximise your strengths, deal with difficult negotiators, and achieve the results you want. Participants will focus on the language of negotiation, listening and questioning skills, and how to develop lasting relationships with their negotiating partners that will bring repeat business over the long term.

The Application of Influence

Remote Influencing

Follow-On Option – One Day

In our technologically advanced working world many individuals don't have a chance to influence in a normal, face-to-face environment.

The Remote Influencing follow-on programme delivers practical techniques and practice sessions for influencing remotely – whether via email, telephone or conferencing. It will focus upon skills and influencing behaviours that specifically overcome the barriers that this form of communication presents.

Think on Your Feet®

Follow-On Option – One Day

Think on Your Feet® has achieved worldwide recognition as one of the most original and useful oral communication courses taught today. This second day option provides the techniques to speak spontaneously with clarity, brevity and impact, in a wide range of demanding situations.

Experienced facilitators focus on delegates' current work, rather than generic theory

- Workshop facilitators are senior business people with many years' corporate experience
- They work closely with the client to produce workshops that match the culture of the organisation and the features of their industry sector
- They have advanced skills in the facilitation of experiential learning
- They flex the workshops 'on the job' to deliver what participants need within the organisation's requirement
- They can tailor follow-up programmes and individual coaching to extend the impact for months and years to come

It's customised to your organisation's needs

- We work in your global locations
- We time the programme to suit your needs
- We create on-line and downloadable versions of our material to ensure even the most mobile people can receive the training
- We tailor alternative and additional days to follow Steps 1 and 2, including 'Think on your feet'

Learning outcomes

By the end of the three-step process, delegates will be able to:

- Apply clear-cut influence models to real world situations
- Demonstrate a greater variety of influence behaviours
- Establish clear and powerful influence goals
- Identify areas for further development
- Plan influence strategies for specific challenges

We have a proven track record with some of the world's best recognised corporations:



Our clients tell us that as a result of working with us, they have work-focused experiences that develop a better balance in their influencing style. They are far more effective at influencing outcomes, and demonstrate a resilient response to the increasing challenges of today's competitive workplace.

"Working in close partnership with the Influence Company team we have designed and developed a great influencing programme for our colleagues. The workshops concentrate on the needs of the individual as well as addressing the needs of the business.

The aim is for them to apply the concepts to real work challenges supported with strong facilitation and coaching from the Influence Company throughout the programme, so our delegates go back having already integrated the learning applicable to their own situation."

Lisa Day, Head of Learning & Development, Pfizer Europe.

Our Philosophy



We are Influence

We specialise in embedding powerful influence skills within large corporations.

You may be sure of a warm, professional welcome when you approach us, and we look forward to getting to know you.

Talk to an expert in influence skills or request a customised quotation

Call Derek Tree on +44 (0) 1428 727876

Or email derek.tree@theinfluencecompany.com

www.theinfluencecompany.com