



AT A GLANCE:

M CREATING AN INFLUENCING STRATEGY



WHAT'S THIS THEME ABOUT?

The ability to influence others is at the heart of leadership. Whether we are bringing people together, encouraging performance, selling concepts or arguing our point, it all boils down to the same thing - the ability to get our point across effectively and convincingly.

WHY IS THIS IMPORTANT?

“The key to successful leadership today is influence, not authority.”

- Ken Blanchard, Author

‘Creating An Influencing Strategy’ is about helping your team become people of influence - people able to encourage, convince, negotiate and develop.

Influencing others is vital in order to support and implement the decisions that you and your team see necessary. The secret is understanding that people are different, and have different needs. The effective leader is able to adapt their influencing style and approach to get their message across, build relationships and achieve better results.

Positively influencing others is more about commitment than compliance. If you do it well, you pull people closer together. Do it badly, and you just push people around!

IDEAL OUTCOMES

‘Creating an Influencing Strategy’ is about your management team understanding:

- The difference between leading from power and leading from influence
- Our preferred influencing style and how to adapt our approach when needed to influence others
- The strengths and challenges of different influencing styles

‘Creating an Influencing Strategy’ is about your management team having the skills to:

- Influence more effectively and lead people across boundaries
- Define the ‘golden rules’ and guiding principles of effective influencing
- Create an ‘influencing strategy’ for achieving better outcomes

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