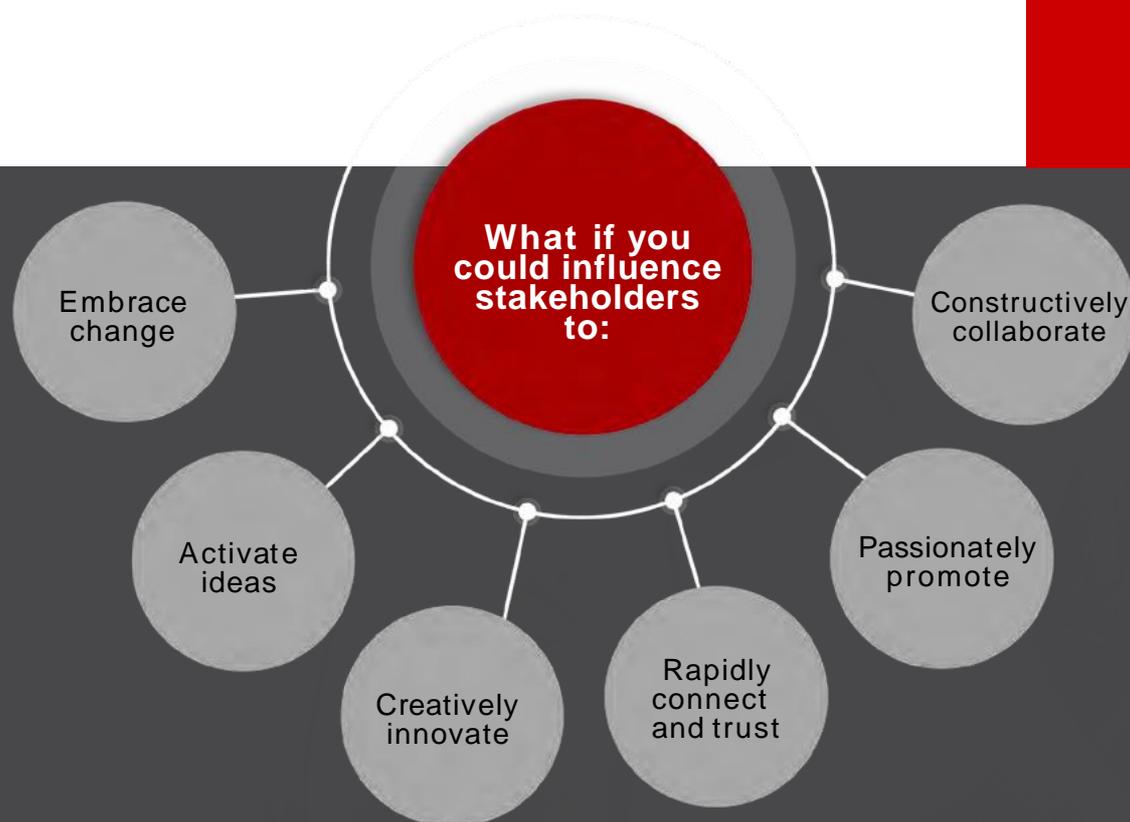




Superior Influencing Skills

Are you currently grappling with any of the following issues?

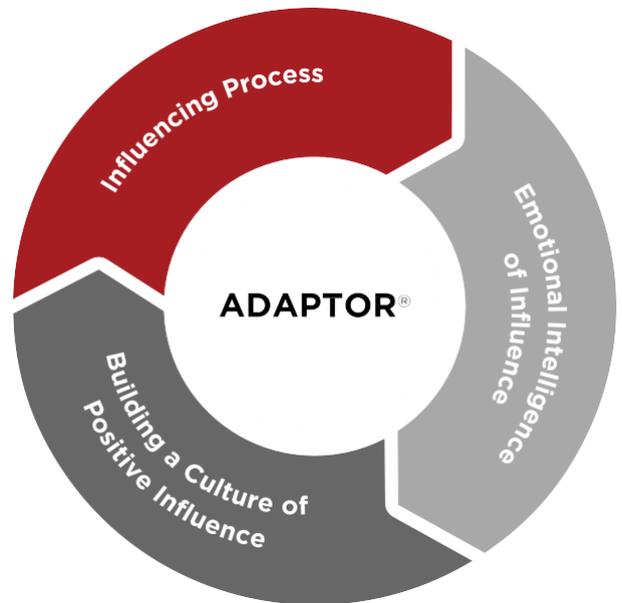


- You rely on other people to do their jobs effectively if you are going to be successful in your role
- You need to possess the ability to rapidly build trust and rapport with your stakeholders to be successful
- Your role involves trying to bring about significant change and you require others to support and implement that change if you are going to be successful
- You rely on co-operation and collaboration with others to be successful in your role
- You need to influence people who you find quite challenging to deal with in some way if you are going to be successful
- You need to build long term, trust-based relationships with people if you are going to be successful
- You need to be able to influence outcomes in a high pressure and ever-changing environment
- You need to be able to convince other people to support your ideas if you are going to be successful

Executive Central Superior Influencing Skills

In modern organisational life, the ability to successfully influence stakeholders over whom one has no direct control, has become a mission critical priority. Regardless of one's role, the need to influence change, innovate, collaborate and co-operate effectively, enlist and motivate supporters, and negotiate win-win outcomes will only increase as our organisations and society in general continue to face seismic shifts and accelerating disruption.

Leaders at all organisational levels need to be able to equip themselves with superior influencing skills if they are going to be successful in their current roles and be considered as realistic options for future more senior roles. To do this, they need to develop influencing skills that play to their own unique strengths, feel comfortable and genuine, and enable them to engage with real impact to deliver real outcomes.

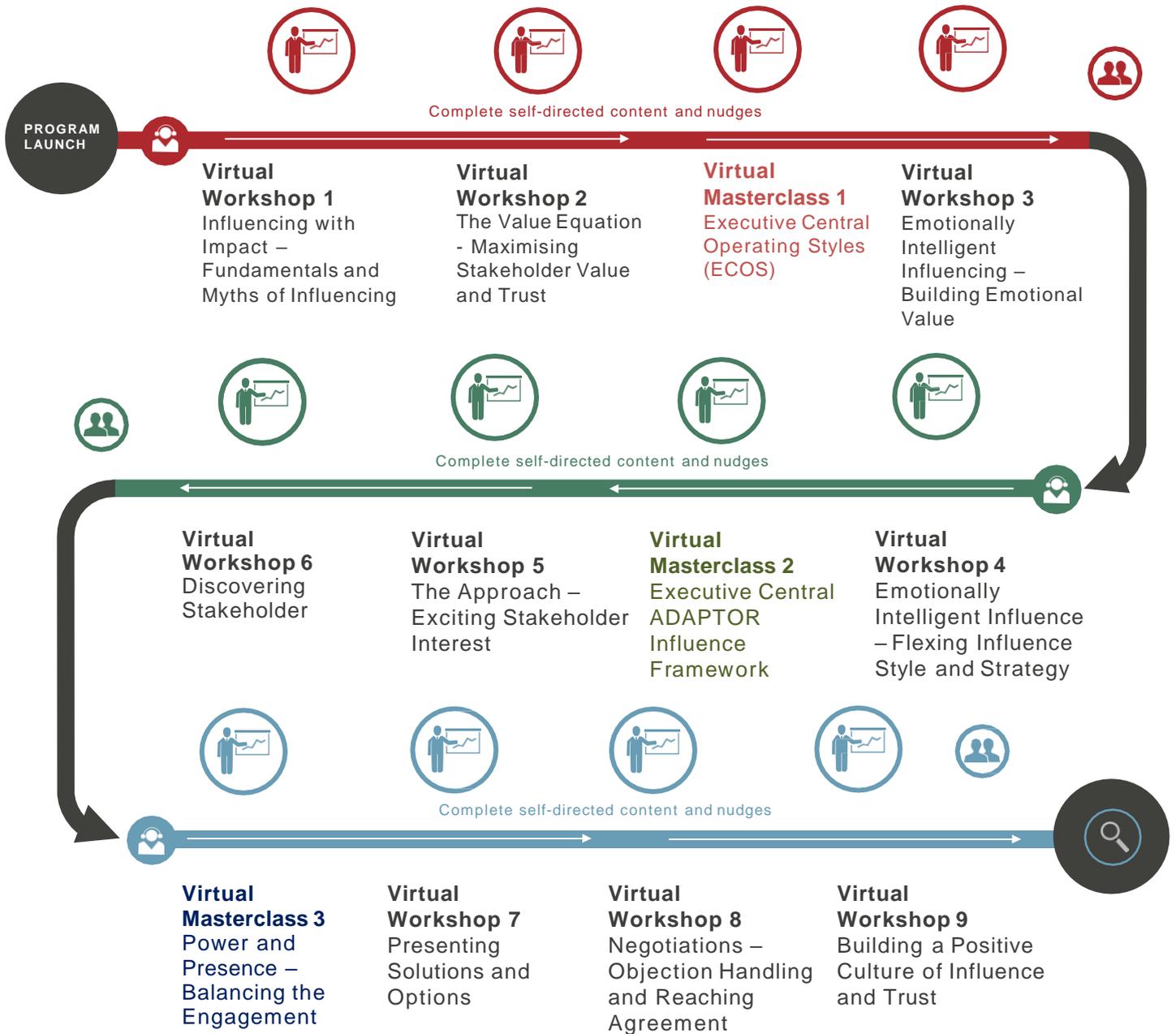


At Executive Central, we have developed the Superior Influencing Skills program based around our ADAPTOR® Professional Influence framework. This framework addresses the process of influencing, the emotional intelligence of influencing, and how to build a culture of positive influence within modern organisational life.

This virtual, coaching-based program, ensures that the learning experience is individualised, context specific, and application-based to ensure participants are able to apply and refine their new skills in the real classroom – their workplaces. (Note: The program can be adapted for in-person delivery also.)

- A** Approaching the Stakeholder
- D** Discovering Stakeholder Needs
- A** Aligning Understanding
- P** Presenting Solutions or Options
- T** Testing Acceptance
- O** Overcoming Objections
- R** Reaching Agreement

Program Overview



Superior Influencing Skills

Course Content Overview



Module 1 – Influencing with Impact

- Reflecting on participants' own influencing beliefs and experiences
- Defining Influence and dispelling myths
- Influence and leadership
- Influence vs command – commitment vs compliance



Module 2 – The Value Equation

- Understanding how stakeholders make decisions
- Maximising value vs minimising costs
- Logical value and emotional value – the “golden rules”
- Fast tracking value creation and trust using “funnelling”



Module 3 – Emotionally Intelligent Influencing - Building Emotional Value

- Identifying the operating style of stakeholder
- Influencing strategies for superior results with each stakeholder style
- Influencing individuals vs influencing groups
- Reflecting on and analysing past influencing experiences from an emotional value perspective



Module 4 – Emotionally Intelligent Influencing - Flexing Influence Style and Strategy

- Flexing for superior results – behavioural strategies to improve communication and influencing effectiveness
- Dealing with stress and natural tensions
- Magnifying influence through trust
- The 4 cores of credibility and the 13 trust-building behaviours (The Speed of Trust)



Module 5 – The Approach – Exciting Stakeholder Interest

- Understanding the importance of the Approach and avoiding common mistakes
- Preparing and planning “ANGLES” to excite stakeholder interest
- Initiating a conversation that will engage the stakeholder and build logical value
- Utilising “funnelling” to maximise logical value
- Identifying the urgency/importance of issues before proceeding



Module 6 – Discovering Stakeholder needs – Motivating Change

- A structured approach to discovery – the influencing change model
- Exploring the common barriers to effective discovery
- Consequence and upsides – the true drivers of logical value
- Core discovery skills – questioning, listening and suggesting



Module 7 – Presenting Solutions and Options

- Features, Advantages, Benefits – understanding the difference
- Maximising logical value using benefits
- Matter, method, manner – how to maximise influence using each
- Professional image and presence – maximising emotional value and trust through image



Module 8 – Negotiations – Objection Handling and Reaching Agreement

- The true nature of objections and stakeholder concerns
- The importance of seeking objections – keeping control of the engagement
- Preparing for objections – best practice vs common practice
- Objection handling strategies – emptying the stakeholder and “funnelling”
- Reaching agreement – transitioning to action and aligning expectations



Module 9 – Building a Positive Culture of Influence and trust

- Understanding organisational trust and the role of the organisational “ecosystem” in building/diminishing it
- Applying the 4 cores of credibility and 13 trust-building behaviours across the broader organisation/team
- Engaging with “failure” and how this is handled within the organisation/team
- Building influence by being able to be influenced by others

Superior Influencing Skills Workshop Structure

The below diagram provides an overview of our virtual workshop structure and outlines the approximate duration for the pre-work and facilitated activities. Our program consists of 9 workshops that follow this

structure as well as two masterclasses that delve deeper into key topics to aid in the learning process. (Note: Program can also be delivered in face to face workshops if preferred.)

1

Pre- Work

A pre-work activity and reflection exercise (approx. 30 minutes)

key activities:

Core content and pre-work activities are provided digitally and utilise a number of media (eg. video clips, articles, book summaries, internet research, etc).

Participants to reflect on what they have or are experiencing themselves or how they can apply what they've heard/seen/read in the activity to their own influencing situations.

2

Facilitated Workshop/s

Facilitated virtual or F2F workshops (90 minutes – 2 hours)

Key activities:

The workshops will combine short bursts of group facilitation with breakout activities (eg. role plays, sub-group discussions, virtual group activities/challenges)

Note: for online programs we utilise virtual breakout rooms to allow the group to regularly break off from the central meeting and report back to the main group at the conclusion of the breakout activity

3

Follow-Up

Follow-up actions included in this program are designed to ensure embedding of learning and sustainment of outcomes.

Key activities:

Each participant will be encouraged to develop action plans that can be tried and tested before the next virtual group workshop

Participants receive a series of learning nudges in the form of questions via our Forget Me Not app, which tests their understanding of the core content and provide remediation or learning extension based on their responses.

Individual (or pairs/ group) virtual coaching sessions are provided for tailored ongoing individual support.

Ongoing Leadership Development

(Coaching, Events and Workshops based on Individual and Team Requirements)

Superior Influencing Skills – Inclusions

The investment covers:

- Program Launch/Orientation Session
- 9 x 2-hour **virtual workshops** (or 3 full-day workshops)
- 2 x 2-hour **masterclass workshops**
- **Digital e-zine workbook** including all content, methods and models (including: supporting media)
- 3 x **individual coaching sessions** (this can also be delivered in pairs or small sub groups to reduce cost)
- Enrolment in Executive Central's **Forget Me Not app**
- Enrolment in Executive Central's **ECOS online Emotional Intelligence application**
- Membership of Executive Central's **Influencing Skills Alumni** (includes follow up events and activities)
- Our unrivalled **Performance Guarantee**
- **12 months ad-hoc Telephone Support**





We trust that the information contained herein is sufficient to meet your immediate needs.

We would appreciate an opportunity to answer any questions about the Superior Influencing Program content, the personalised learning experience, or anything else.

Please let us know your interest or questions by replying to this email or alternatively call Todd on 0402 313795.

We hope you can join us.

Kindest Regards,



Rob Balmer
Executive Chairman



Todd Everitt
Managing Director

www.executivecentral.com.au