



COURSE OVERVIEW SS0822
Improving Influencing Skills
(E-Learning Module)

Course Title

Improving Influencing Skills
(E-Learning Module)

Course Reference

SS0822

Course Format & Compatibility

SCORM 1.2. Compatible with IE11, MS-Edge, Google Chrome, Windows, Linux, Unix, Android, IOS, iPadOS, macOS, iPhone, iPad & HarmonyOS (Huawei)

Course Duration

30 online contact hours
(3.0 CEUs/30 PDHs)



Course Description



Everyday internally and externally and at every level, people are called upon to utilize their powers of persuasion and influence. But you'd be surprised how honing such important skills is overlooked, at a real cost to the organization.



Being technically good at your job isn't enough today – strong people skills are also essential. You must be able to communicate, influence and motivate your colleagues and clients to enhance relationships and improve business. Being able to connect with people and win their trust is vital. Many people, however, are left to acquire these skills through a process of trial and error.



This E-Learning course is designed to provide participants with a detailed and up-to-date overview of improving influencing skills. It covers the different types of influencing strategies and tools; the strategic influence, tactical influence, situational influence, self-help-based influence, inverted influence, unintended influence and reverse influence; the four categories of skills associated with influencing others; the positional power, emotion, expertise, non-verbal signals and benchmarks in influential behavior; creating tailored influence strategies when dealing with internal and external stakeholders; raising awareness; and informing and training employees and subcontractors.



Further, the course will also discuss the development of communication plan for the company; setting-up a liaison committee; the ethics of power influence and persuasive techniques; identifying which influence techniques work within own organization and within the K-Group, and which ones don't; building trust, building a real team and managing through it; building a network; adapting influencing techniques to different personal styles; reasoning, inspiring, consulting and collaborating; increasing confidence and tackling limiting beliefs; the 12 tips for building self-confident skills; preparing for your journey, accelerating towards success and influencing through currencies of exchange; the concept of currencies, frequently valued currencies and the approach to being assertive; being more assertive; identifying your own style and capabilities; and realizing your talents, your values and motivations.

During this interactive course, participants will learn to audit your capabilities and expertise; apply your learning style; identify gaps in influencing techniques and strategies; give advice on how to improve them; the 10 ways to identify leadership gaps within your company; look for accountability ownership; pay attention to the 'canary in the coal mine'; use narrative 360 feedback; identify the status of your team; determine if your leaders are still leading; get refocused on employee needs; apply reverse-analyze performance evaluations; get honest and direct employee feedback; differentiate power and influence; identify the various sources of power and various methods of influence; the consequences of influence methods, tactics to increase influence and various sources of power; gain centrality, enhance your credibility, develop networks and alliances, develop and employ eloquence, review desired results and lead your people for results; build and cultivate network; set networking goals; the importance of networking; apply the various steps to power mapping; develop an influence plan; frame your message; the main elements of an effective frame; and the 9 effective influencing strategies.

Course Objectives

By the end of the program the participants will be able to:-

- Apply and gain an in-depth knowledge on improving influencing skills
- Understand the different types of influencing strategies and tools
- Be aware of the four categories of skills associated with influencing others: communication and reasoning, assertiveness, interpersonal, and interactive
- Create tailored influence strategies when dealing with internal and external stakeholders
- Understand what influence techniques work within own organization and within the K-Group, and which ones don't
- Understand and have practiced adapting influencing techniques to different personal styles
- Understand that increasing confidence and tackling limiting beliefs will increase influencing skills
- Identify gaps in influencing techniques and strategies and give advice on how to improve them
- Identify the different types of influencing strategies and tools

- Carryout strategic influence, tactical influence, situational influence, self-help-based influence, inverted influence, unintended influence and reverse influence
- Recognize the four categories of skills associated with influencing others
- Discuss positional power, emotion, expertise, non-verbal signals and benchmarks in influential behavior
- Create tailored influence strategies when dealing with internal and external stakeholders
- Raise awareness, inform and train employees and subcontractors as well as develop a communication plan for the company
- Set-up a liaison committee and apply the ethics of power influence and persuasive techniques
- Identify which influence techniques work within own organization and within the K-Group, and which ones don't
- Build trust, build a real team and manage through it as well as build a network
- Adapt influencing techniques to different personal styles as well as perform reasoning, inspiring, consulting and collaborating
- Increase confidence and tackling limiting beliefs will increase influencing skills
- Recognize the 12 tips for building self-confident skills, prepare for your journey, accelerate towards success and influence through currencies of exchange
- Discuss the concept of currencies, frequently valued currencies and the approach to being assertive
- Be more assertive, identify your own style and capabilities, realize your talents and discuss your values and motivations
- Audit your capabilities and expertise, apply your learning style, identify gaps in influencing techniques and strategies and give advice on how to improve them
- Recognize the 10 ways to identify leadership gaps within your company
- Look for accountability ownership, pay attention to the 'canary in the coal mine' and use narrative 360 feedback
- Identify the status of your team, determine if your leaders are still leading and get refocused on employee needs
- Apply reverse-analyze performance evaluations, get honest and direct employee feedback
- Differentiate power and influence and identify the various sources of power and various methods of influence
- Discuss the consequences of influence methods, tactics to increase influence and various sources of power
- Gain centrality, enhance your credibility, develop networks and alliances, develop and employ eloquence, review desired results and lead your people for results
- Build and cultivate network, set networking goals, explain the importance of networking and apply the various steps to power mapping
- Develop an influence plan, frame your message as well as identify the main elements of an effective frame and the 9 effective influencing strategies

Who Should Attend


This course provides an overview of all significant aspects and considerations of improving influencing skills for managers, supervisors, department managers, section heads, advisors, senior specialists and profession also who wish to improve their conflict resolution styles and those who wish influence others even when authority is lacking.

Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course.

Certificate Accreditations

Certificates are accredited by the following international accreditation organizations: -


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USA International Association for Continuing Education and Training (IACET)

Haward Technology is an Authorized Training Provider by the International Association for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 1-2013 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 1-2013 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units** (CEUs) in accordance with the rules & regulations of the International Association for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

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British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

Training Methodology

This Trainee-centered course includes the following training methodologies:-

- Talking presentation Slides (ppt with audio)
- Simulation & Animation
- Exercises
- Videos
- Case Studies
- Gamification (learning through games)
- Quizzes, Pre-test & Post-test

Every section/module of the course ends up with a Quiz which must be passed by the trainee in order to move to the next section/module. A Post-test at the end of the course must be passed in order to get the online accredited certificate.

Course Fee

As per proposal

Course Contents

- Overview of Influence
- Understand the Different Types of Influencing Strategies and Tools
- Strategic Influence
- Tactical Influence
- Situational Influence
- Self-Help Based Influence
- Inverted Influence
- Unintended Influence
- Reverse Influence
- The Four Categories of Skills Associated with Influencing Others
- Positional Power
- Emotion
- Expertise
- Non-Verbal Signals
- Benchmarks in Influential Behavior
- Create Tailored Influence Strategies When Dealing with Internal and External Stakeholders
- Raising Awareness, Informing and Training Employees and Subcontractors



- Developing a Communication Plan for the Company
- Setting Up a Liaison Committee
- The Ethics of Power Influence and Persuasive Techniques
- Understand What Influence Techniques Work Within Own Organization and Within the K-Group, and Which Ones Don't
- Building Trust
- Building a Real Team and Managing Through It
- Building a Network
- Understand and have Practiced Adapting Influencing Techniques to Different Personal Styles
- Influencing Style Examples
- Reasoning
- Inspiring
- Consulting
- Collaborating
- Understand that Increasing Confidence and Tackling Limiting Beliefs will Increase Influencing Skills
- 12 Tips for Building Self-Confident Skills
- Preparing for Your Journey
- Setting Out
- Accelerating Towards Success
- Influence through Currencies of Exchange
- The Concept of Currencies
- Frequently Valued Currencies
- Approach to Being Assertive
- What is Assertiveness?
- How to Become more Assertive
- Understanding Your Own Style and Capabilities
- Understanding Yourself
- Realize Your Talents
- Understand Your Values and Motivations
- Audit Your Capabilities and Expertise
- Understand Your Learning Style
- Identify Gaps in Influencing Techniques and Strategies and Give Advice on How to Improve Them





- 10 Ways to Identify Leadership Gaps within Your Company
- Look for Accountability Ownership
- Pay Attention to the 'Canary in the Coal Mine'
- Look for Team Member Silos
- Don't Forget the Post-Mortems
- Use Narrative 360 Feedback
- Identify the Status of Your Team
- Determine if Your Leaders are Still Leading
- Get Refocused on Employee Needs
- Reverse-Analyze Performance Evaluations
- Get Honest, Direct Employee Feedback
- Power and Influence
- Overview
- Difference Between Power and Influence
- Various Sources of Power
- Various Methods of Influence
- Consequences of Influence Methods
- Tactics to Increase Influence
- Source of Power
- Various Sources of Power
- How to Exercise Power
- Gain Centrality and Enhance Your Credibility
- Develop Networks and Alliances
- Develop and Employ Eloquence
- Desired Results
- Lead Your People for Results
- Desired Results
- Building and Cultivating Network
- Set Networking Goals
- Know Where to Do Networking
- What is Networking?
- Importance of Networking
- Networking Tips You should Follow





- Mapping
- Steps to Power Mapping
- Tie Strength
- Exercising Influence – The Key Steps
- Steps to Developing an Influence Plan
- Phase One: Mapping the Territory
- Phase Two: Charting the Course
- Phase Three: Troubleshooting
- Influence Style Questionnaire
- Framing Your Message
- Message Framing: The Art of Persuasion
- Some of the Key Constituents of Message Framing
- You Will Find Frames Everywhere
- The Main Elements of an Effective Frame
- How Framing Tools Work
- Placement
- Words
- Influence Strategies
- 9 Effective Influencing Strategies

