

Influence and Assertiveness

Elevate your power and impact to build cooperation and get results



“ This seminar truly met my expectations, from the theory and tools to the active application. The instructor was excellent, providing a lot of energy and common sense examples. I also appreciated the class participation and networking.

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Joanne Gale - Bell Canada

OVERVIEW

Do you have a clear goal in mind, but seek the right tools and techniques to persuade others, gain buy-in and achieve your goal in a non-aggressive and ethical way? This high-energy seminar offers you practical approaches to gain support for your ideas, network with those around you and initiate positive change up, down and across your organization.

The seminar provides managers at all levels with the tools to understand their own styles of influence and conflict resolution while also presenting strategies for adapting to the personal styles of others in order to receive the support needed to succeed

KEY BENEFITS & TAKEAWAYS

- Apply the latest persuasion techniques to ethically build cooperation and drive achievement
- Understand the critical differences between assertiveness and aggressiveness in your ability to persuade and convince those around you
- Learn to adapt your influence and conflict resolution approaches to unique situations involving your peers, subordinates, boss or upper management
- Influence others rather than respond to them in both professional and personal situations
- Eliminate reliance on formal authority as a means of changing mentalities and behaviours
- Acquire tools to immediately elevate your personal power

WHO SHOULD ATTEND?

This program will appeal to executives, managers, and all those who wish to understand how the influence process works in order to meet needs and get your work done.

Skills acquired in this program are directly applicable to leadership, sales challenges, management, and negotiation.

PROGRAM IN DETAIL

Lively discussions of best practices and the latest research, hands-on exercises, peer exchanges and reflection will enable participants to develop their influence and assertiveness skills.

This seminar's learnings complement those provided in the "Negotiating for Success" seminar.

Key Themes covered over the duration of the program include:

DAY ONE

Overview of Influence

- Benchmarks in influential behaviour
- The ethics of power influence and persuasive techniques
- Influence through currencies of exchange

Your Approach to Being Assertive

- Understanding your own style and capabilities

Power and Influence: Achieving Your Objectives in Organization

- Identifying the sources of power
- Learning how to exercise power
- Achieving your desired results

Building and Cultivating Your Network

- Assessing your current network through mapping
- Solidifying your networks of influence
- Building relational influence
- Acquiring helpful perspectives on networking

DAY TWO

Exercising Influence - The Key Steps

- Determining your influence style (questionnaire)
- Framing your message
- Using strategies for influencing others

Handling Conflict

- Creating cooperation in conflict situations
- Mapping your conflict resolution style
- Developing strategies and behaviours for handling conflict

Reflection and Action Plan

- Seminar wrap-up: implementing your personal action plan



Faculty and Learning Approach

As an integral part of McGill's Desautels Faculty of Management, the Institute's faculty team is comprised of McGill University professors and lecturers as well as highly-rated academic and business experts from around the world.

Please visit our website to review the complete faculty team assigned to this program.