

Unleash
your potential

Influence and Assertiveness - Online

Elevate your impact on building
cooperation and getting results



McGill

Executive
Institute

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Program 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 dynamic seminar presents practical approaches for gaining support for your ideas, networking with those around you, and initiating positive change throughout your organization.

The seminar provides managers at all levels with the tools to understand their own styles of influence and conflict resolution. It also presents strategies for adapting to the personal styles of others and receiving the support needed to succeed.

Key Benefits

- Apply the latest persuasion techniques to ethically build cooperation and drive achievement
- Understand the difference between assertiveness and aggressiveness regarding your ability to influence and convince those around you
- Learn to adapt your approaches to unique situations involving your peers, subordinates or upper management
- Influence rather than respond to others in all 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 to meet needs and get your work done. Skills acquired in this program are directly applicable to leadership, management, negotiation, and sales challenges.

What is included?

The registration fee includes facilitation by our highly rated faculty members, a comprehensive digital workbook, results-oriented exercises, and a **certificate of completion** from the McGill Executive Institute.



Key Themes

Overview of Influence

- Benchmarks of influential behaviour
- Ethics of power influence and persuasive techniques
- Influence through currencies of exchange

Your Approach to Being Assertive

- Understand your own style and capabilities

Power and Influence – Achieving Your Objectives in Organization

- Plan for performance
- Identify the sources of power
- Learn how to exercise power
- Achieve your desired results

Building and Cultivating Your Network

- Assess your current network through mapping
- Solidify your networks of influence
- Build relational influence
- Acquire helpful perspectives on networking

Exercising Influence – The Key Steps

- Determine your style of influence (questionnaire)
- Frame your message
- Use strategies to influence others

Handling Conflict

- Create cooperation in conflict situations
- Map your conflict resolution style
- Develop 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 comprises McGill University professors and lecturers as well as highly rated academic and business experts from around the world.

Please visit our website for a full list of the faculty team assigned to this program.

