

Influencing Others

Influence is defined as “the capacity to have an effect on the character, development, or behavior of someone.” Whether you are preparing for a promotion, new to leadership, or an experienced manager, the ability to influence others and gain commitment is vital to your success. In this program, you will understand your role as an influencer, discuss the need for positive and persuasive messages, plan effective approaches for those with different communication styles, and practice techniques to effectively exert influence to achieve results.



CEUs:
0.7 (7 hours)

HRCI Credits:
7 HR (General)

SHRM:
7 PDCs

Learning Objectives:

- Describe your role as an influencer with or without authority.
- Identify obstacles you face in effectively influencing others.
- Discuss techniques for developing credibility and trust.
- Use listening, questioning, and reframing skills in interpersonal influence.
- Recognize and address resistance in others.
- Plan positive, persuasive messages utilizing strategies that gain commitment.

Learning Options:

- Classroom training
- At your location

Who Should Attend:

- Managers, supervisors, team leaders, sales professionals, recruiters, buyers, and those individuals who must influence, make decisions, and reach win-win agreements and contracts.

Learn. Grow. Succeed.

Delivery options include learning at MRA, at your location, or online.
Contact MRA to explore how this program may be customized to your unique individual and team training needs.



www.mranet.org

800.488.4845

WISCONSIN
262.523.9090

MINNESOTA
763.253.9100

ILLINOIS
847.963.9860

IOWA/WESTERN ILLINOIS
309.764.8354



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Course Outline

- **Define what influence is and is not**
 - ◆ Recognize successful influence
- **Identify your personal challenges with exerting influence**
- **Incorporate behaviors that build your credibility and trust**
 - ◆ Develop a plan to improve how others view you
- **Discuss principles of persuasion along with benefits and drawbacks of tactics**
- **Develop reframing skills that open minds to new ways of thinking**
- **Review techniques to overcome resistance in others**
- **Practice powerful listening skills through team-based role-play**
- **Create an action plan for one challenging situation you are facing at work**

“ This class taught me to build communication plans for different levels of influence & employ learned knowledge to help me understand resistance to change. ”

“ I liked the concept of reframing a situation and will use it in tough situations that I think negatively about. ”



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