

Strategic Influencing Skills

Strategic Influencing Skills goes beyond the need for a high level of interpersonal skills. These of course form the foundation on which to build, but this event focuses particularly on the need to understand core business drivers, identify key players and their objectives, and to manage a complex timetable of 'progressive influencing'.

Managers have a greater responsibility to communicate than ever before, but are they getting any better at it?

Flat organisations, cross-functional project teams, customer intimacy; these are just three of the things that have raised the importance of communication, persuasion, and influencing skills at senior levels.

Who will this event benefit?

The event is designed for managers with responsibilities that go beyond their own department or function, and who have to influence events and activities beyond those boundaries.

What will you gain?

As a result of attending this event, you will be able to:

- Understand Business Strategy as the context for strategic influencing
- Manage change on a business level
- Identify the key players in the context of your influencing strategy
- Deliver your proposals with a focus on their added value
- Recognise and meet the personal motivations of key individuals
- Select and use the most appropriate medium for your strategy
- Develop your own plan for a strategic influencing project

What the programme involves:

Designed to help delegates to build their own influencing strategy, the three-day event gives managers the chance to focus on the wider picture, before taking that strategy back to the work place for implementation. Delegates will bring a current 'influencing project' to be worked on during the event in a small consultancy team.

The workshop is usually of two or three days duration, followed by a one day review session 2 to 3 months later.