

## Power and Influence

### Overview

Influence is WHAT we do; persuasion is HOW we do it. This course identifies strategies that will secure buy-in from people whose support and commitment is critical to success. It pays particular emphasis on using effective influence skills to successfully implement on-the-job work activities.

### Objectives

- Identify the difference between influence and manipulation
- Use analysis tools to identify how to use influence skills to engage stakeholders
- Learn which influencing style you currently use to influence others
- Practice questioning and listening skills to understand the needs and expectations of those you are influencing
- Apply influence skills to build support for work projects, ideas and goals.

### Who Should Attend

This course is for all employees, including leaders, managers and supervisors who want to develop and practice their own power and influence skills to create successful teams.



### Influence vs Persuade

- **Ripple Effect:** Have you noticed how a single drop of water ripples out over the entire lake or body of water? It cannot be contained. This is exactly how the power of influence works.
- **Indirect Power:** To have influence on someone is to have indirect power to sway, effect or modify that person's belief, just like a ripple effect on water.
- **Direct Power:** To persuade someone is more direct. Persuasion causes a person to do or believe something by reasoning, urging, requesting or arguing with them.
- **What and How:** Although persuading is closely related to influencing and people sometimes interchange the two words, persuasion is actually a technique used to influence.
- **Personal Understanding:** Having a strong personal understanding of needs and expectations will help others' understand what you are trying to accomplish. This approach is more successful than manipulation or too much authority.