

Post-Class Reinforcement Materials

Each of the Leadership and Professional Development courses include a suite of post-class reinforcement materials that are unique to each title. Content such as e-books, quick videos, personal and team assessments, tools and templates, and other materials, have been selected to ensure that you continue your journey to ongoing success beyond the classroom. All e-assets, such as books and videos, come with 1-year access.

Extending Your Sphere of Influence | 2 Days

Reinforcement Videos

- Working Through Influence featuring Terri Kelly
- Ways People Lose Influence and Give Away Power featuring Allan Cohen
- Take the Other Person's Perspective featuring Daniel Pink
- How To Be Persuasive featuring Jay Conger
- How to Convince People of Your Ideas featuring Chip Heath
- Use Social Cartography to Map Influence featuring Daniel Pink
- Inspiring Others: The Power of True Leadership featuring David Taylor
- The 8 Key Words of Powerful Persuasion featuring Bob Burg
- Think Win/Win featuring Stephen Covey
- Strategies For Persuasion featuring Heather Loisel
- The Law of Influence: A Counter-Intuitive Principle featuring Bob Burg
- Influence: The Most Powerful Persuasion Techniques featuring David Taylor
- Persuasive Presentation featuring Raleigh Mayer
- Effective Leaders Use Power Well featuring Michael Shanahan

Book Summaries

- *The 360 Degree Leader: Developing Your Influence from Anywhere in the Organization* by John Maxwell
- *The Art of Woo: Using Strategic Persuasion to Sell Your Ideas* by G. Richard Shell and Mario Moussa
- *Influencer: The Power To Change Anything* by Kerry Patterson, Joseph Grenny, David Maxfield, Ron McMillan and Al Switzler
- *Power: Why Some People Have It and Others Don't* by Jeffrey Pfeffer

Blueprints

- Profit Indicators: Key Metrics and Trends CEOs Use to Ensure Profitable Growth by Patti D.Hill, Narayana Murthy and Patrick G. Duffeler

Leader-Led Activities

- Facing Opposition Discussion Guide
- The Process of Influencing and Persuading Discussion Guide
- Using Influence and Persuasion Discussion Guide
- Persuasive Techniques Facilitation Guide
- Types of Power Facilitation Guide
- Know Your Audience Application Guide

Self-Assessment

- Personal and Position Power
- You and Your Audience

Business Impact

- Business Impact: Influencing Key Decision Makers

Challenge

- Challenge: Launch Challenge: Influence and Persuasion

Tools

- Influence and Persuasion Opportunities
- Setting the Stage
- Audience Considerations
- Audience Issues
- Persuasive Techniques
- Creating Questions
- Facing Opposition
- Action Planning and Commitment

Test

- Leadership Advantage Test Yourself: Influence and Persuasion

Core Message

- Leadership Advantage: Influence and Persuasion 2.0

Case Study

- Why Use Influence?
- Consider Your Audience
- Influencing Key Decision Makers
- Choosing a Persuasion Technique

Key Concept

- Key Concept: Defining Influence and Persuasion
- Key Concept: Why Leaders Must Influence and Persuade
- Key Concept: About Personal and Position Power
- Key Concept: The Process
- Key Concept: Credibility, Knowledge, and Communication
- Key Concept: Knowing Your Audience
- Key Concept: Audience Preferences
- Key Concept: Making Your Case
- Key Concept: Stating Your Objective
- Key Concept: Persuasion Techniques
- Key Concept: Using Questions
- Key Concept: Acknowledging Opposing Perspectives
- Key Concept: Your Action Plan

e-Books

- 7 Secrets of Persuasion: Leading-Edge Neuromarketing Techniques to Influence Anyone
- Invisible Influence: The Power to Persuade Anyone; Anytime; Anywhere
- The Respectful Leader: Seven Ways To Influence Without Intimidation

Videos/Courses

- Verbal Language for Effective Influence
- How to Influence People You Don't Control
- The Law of Influence: A Counter-Intuitive Principle
- Influence: The Most Powerful Persuasion Techniques

