

Maximizing Your Influence And Persuasion

Developed in Partnership with



The reach of formal authority is becoming even more limited in contemporary organizations, which are flatter, more cross-functional, and increasingly populated by generations who are less receptive to formal titles.

- How much influence do people really have at work? How do they get colleagues, partners, and customers to pay attention to ideas? Is it possible to get things done without relying on formal authority?
- How can people be more effective in influencing a diverse workforce, which is increasingly less responsive to formal authority?
- How can people be more effective in influencing stakeholders beyond the organization: investors, customers, suppliers, distributors, partners, or competitors?

This course will allow learners to achieve leadership development in a way that is more effective, less expensive, and automatically leads to organizational improvement.

Learners will:

- Watch, learn, practice, and receive feedback on over 30 evidence-based influence techniques with a unique, online simulation
- Learn how to protect against the unwanted influence of others
- Learn to position problems and solutions throughout the text to entice and engage readers, drawing them in and holding their attention
- Take-away course influence toolkit to develop effective influence habits

Author



Maxim Sytch

Associate Professor in the Department of Management and Organizations, Stephen M. Ross School of Business, University of Michigan

Selected as one of the 40 Best Business Professors under 40 in the World by "Poets & Quants" and "CNN Money"

Course Outline

WEEK 1

Foundations of Influence and Persuasion

- Learn how to establish authority and validate ideas, and structure discussion and decision procedures to maximize influence
- Understand how to effectively frame arguments and how to counter unwanted influence

WEEK 2

Interpersonal Influence

- Deliver persuasive and memorable arguments and learn how to use relational tactics of influence
- Build and leverage relationships in the absence of formal authority and navigate stakeholder power in driving initiatives.

WEEK 3

Mastering and Applying Your Influence Toolkit

- Practice applying influence skills in situational challenges, and learn from the best practices of leaders
- Navigate the challenges of influence in remote (digitally mediated) interactions and develop skills to practice ethical influence.

*Additional fees apply