



To get things done in today's organizations, we must positively influence others—direct reports, colleagues, managers, clients, suppliers—both inside and outside the organization. Typical influence goals include gaining buy-in for one's ideas, securing cooperation, attuning agendas, and sustaining action.

Strong influencers fulfill their personal objectives while maintaining and nurturing important work relationships. That sounds simple, but in practice it can be extremely challenging. Many people achieve their influence objectives only at the expense of important relationships. Others habitually avoid challenging influence situations, at the expense of fulfilling their work goals.

Participants in the POSITIVE POWER AND INFLUENCE® Virtual Classroom develop influence style flexibility. They learn to diagnose and plan for each influence situation they encounter, then apply the influence style action plan that will be most effective.

WHY INFLUENCE MATTERS...

The *POSITIVE POWER AND INFLUENCE*® Virtual Classroom introduces individuals to the renowned Situational Influence Model™ which will be used to demonstrate how to:

- Mobilize resources to get things done;
- Influence others without the use of positional authority;
- Manage and motivate “difficult” or non-performing employees;
- Lead others through rapid change and uncertainty;
- Improve cross-functional, supplier and client relationships;
- Become more effective team members/team leaders.

WHO IS THE VIRTUAL CLASSROOM FOR?

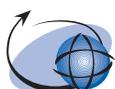
The *POSITIVE POWER AND INFLUENCE*® Virtual Classroom will support:

- Program or project managers who must obtain the cooperation of functional managers over whom they have no authority;
- Individuals whose positions place new demands upon their abilities to influence events and people;
- Technical or professional personnel taking on supervisory or management responsibilities;
- Individuals who must exert influence cross-functionally;
- Staff who need to gain the support of operating managers;
- Managers and supervisors who want to develop their influence skills to lead more effectively;
- Anyone whose responsibilities exceed his or her positional authority.

WHAT IS IN THE VIRTUAL CLASSROOM?

The core of the *POSITIVE POWER AND INFLUENCE*® Virtual Classroom is the Situational Influence Model™ which highlights that we need not rely on one preferred influence style. In the Virtual Classroom participants are exposed to the three Influence Energies, four Influence Styles, twelve Influence Behaviors, and two Influence Tactics. They learn how by using the:

- **Push Energy**, the influencer asserts his/her position or seeks to persuade key stakeholders.
- **Pull Energy**, the influencer uses empathy or other involving, cooperative, value-based behaviors to attract and build bridges to key stakeholders.
- **Move Away Energy**, the influencer, perceiving a deadlock or other insurmountable impasse, disengages and re-evaluates his/her influence strategy. Note: disengaging is not avoiding, as the influencer still actively seeks to influence key stakeholders.



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HOW IS THE VIRTUAL CLASSROOM STRUCTURED?

The *POSITIVE POWER AND INFLUENCE*® Virtual Classroom moves briskly through influence concepts to focus participants on mastering Influence Behaviors, and to applying those Behaviors in their own work in the weeks immediately following the Program. This is accomplished through role-plays, small and large group work, exercises, lecturette, trainer coaching, peer feedback, and application to a real-life situation.

SELF-ASSESSMENT: Prior to the Virtual Classroom, participants complete the Influence Style Inventory self-assessment tool. This data is used to clearly identify which Influence Styles each participant tends to use, as well as to highlight their personal opportunities to become more influential. They will also identify a real-life Critical Influence Situation (CIS), which they will use to apply what they learn throughout the Virtual Classroom.

DEVELOPING STYLE AND FLEXIBILITY: Participants learn the fundamentals of the Influence Styles. Using their CIS or another scenario, they practice the Influence Styles and learn how to apply them more effectively.

APPLICATION PLANNING: Lastly, and most importantly, participants learn a planning process and apply it to their CIS, using tailored simulation and intensive feedback from peers and training staff.

HOW IS THE VIRTUAL CLASSROOM DELIVERED?

The *POSITIVE POWER AND INFLUENCE*® Virtual Classroom is delivered in three sessions.

WHO USES POSITIVE POWER AND INFLUENCE®?

More than a quarter million managers and professionals, working in the world's leading organizations, including:

Anheuser-Busch

BASF Corporation

Burger King

CIGNA

Dell Computer

Eastman Kodak

General Mills

GlaxoSmithKline

JPMorgan Chase

Lotus Development Corporation

NASA

PECO Energy

Pfizer, Inc.

Siemens Westinghouse

The Procter & Gamble Company

Verizon