



INFLUENCING WITH INTEGRITY

ETHICALLY INFLUENCE OTHERS AND RESULTS
WILL COME YOUR WAY

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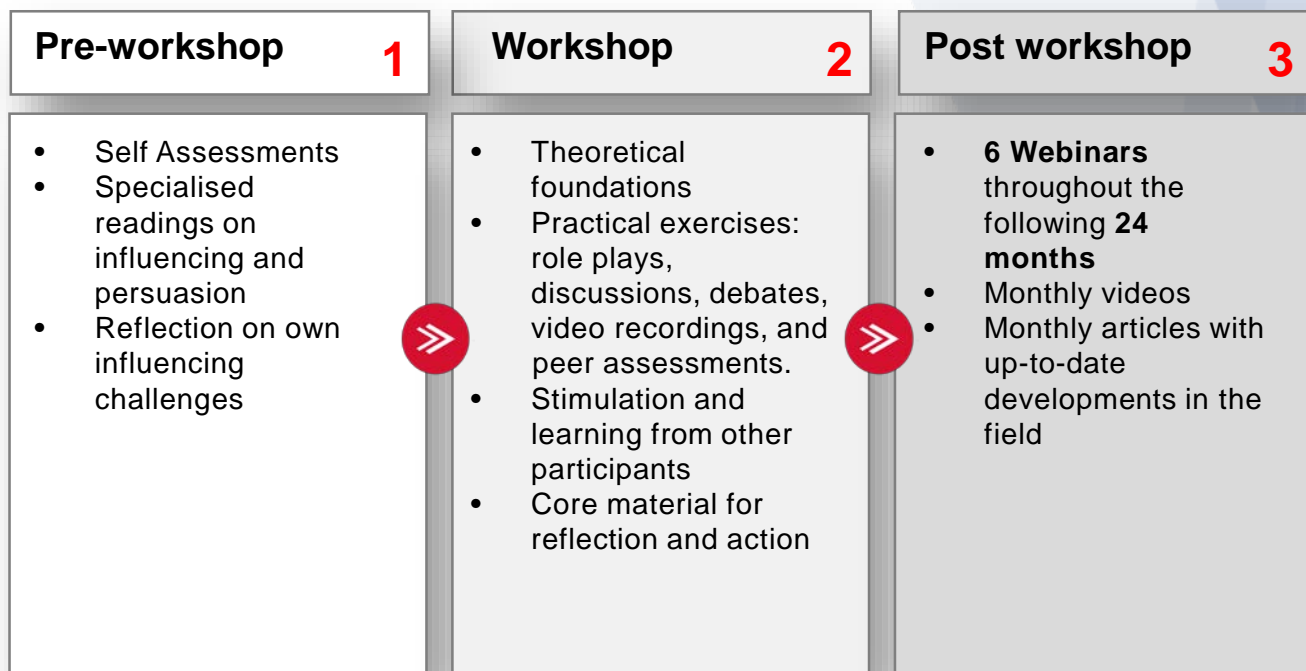
Introduction

The ability of individual managers and associates to influence their leaders, co-workers, customers, and suppliers is the basis of organizational effectiveness in the modern business environment. There is a much greater probability for innovations and initiatives to succeed if individuals are able to influence key stakeholders effectively.

This highly interactive and hands-on workshop provides a mixture of the latest theories and the practical tools to enable your associates to substantially upgrade their influencing skills. It also teaches the ethical principles behind influencing that ensure that influencing is done with integrity and for the benefit of the organization.

As a result of this workshop, participants will learn a variety of strategies and techniques to effectively carry out external and internal influencing, and gain valuable influencing practice so that they can apply what they have learned with confidence.

CABL's THREE-PHASE LEARNING PATH



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Facilitation methods

Influencing is a performance skill. **YOU CAN LEARN IT!**

This action-learning workshop is based on a mix of specific real life simulations involving negotiation and influencing, team exercises and theoretical concepts.

Participants are encouraged to share own work experiences and challenges. Cross-learning among participants is intensively facilitated.

The course is **designed to address a broad spectrum of influencing challenges** that are faced by managers and professionals, in any industry. You will have the opportunity to practice in a low risk environment and to observe yourself and others while negotiating. **Video-cameras** are used to review and comment role plays.

“Super useful! Usually I don’t like corporate trainings, but this one is amazing.”

Eugene, Sr. Digital Marketing Manager, International Olympic Committee



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Key topics of the 2-day course

- **Differentiate influencing from manipulation**
- Using power and influence
- **Framing**
- Managing up
- **Strategies to influence decisions**
- Rational vs emotional messages
- **Questions & active listening**
- Use of stories and metaphors
- **Psychology of persuasion**
- **Using your voice to be more persuasive**
- Exercising influence and managing relationships across functions
- **Building trust**
- Use of incentives and penalties
- **Preparing your influence strategy**
- Applying influencing techniques to own challenges
- **Continuing to develop your skills**



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INFLUENCING WITH INTEGRITY WILL HELP YOU

INFLUENCE 1

- Have a frame of reference on how to persuade others to achieve organizational objectives

GROW CONFIDENCE 2

- Have increased confidence in applying influencing techniques in an ethical manner.

PARTNER 3

- Relate to other departments and functions and form and manage alliances.

ADAPT 4

- Recognise how diverse people may approach influence differently and adapt accordingly.

Key Benefits

- **2+1:** **Two** workshops days + **One** day of remote learning (six **75 minute** webinars on various negotiation topics and challenges) for a complete blended learning experience to ensure material absorption.
- **Practical techniques** and **frameworks** that you can put in practice immediately
- Increased ability to drive **value in interactions** with key stakeholders
- **Personal feedback** from the lecturer and peers that help identify your strengths and improvement areas
- A healthy dose of **humour** and **fun**
- A complete learning experience, **including pre-work** and **post workshop** assessment
- **UNIQUE:** participants will receive monthly articles and videos as well as partake in specialised webinars to continue the learning journey.

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Course Facilitation



Giuseppe Conti

Creator of Master Negotiators
MEng, EMBA



Since 2006, Giuseppe has been an award winning lecturer at leading business schools throughout Europe (**Cambridge, ESADE, HEC Lausanne, HEC Paris, IESE, IMD, Imperial College, INSEAD, London Business School, Oxford, RSM, SDA Bocconi, University of Geneva, and University of St. Gallen**).



Giuseppe is also a seasoned negotiator combining academic content with a rich practitioner experience from his senior Procurement and commercial leadership roles within blue chip multinationals (Procter & Gamble, Novartis, Firmenich and Merck). He runs customized negotiation and influencing workshops for leading corporations in four continents.



Workshop Details

The **Influencing with Integrity** workshop is delivered as a custom and tailored program for the needs of your business or company.

Participants: Up to 20

Languages: Available in English, French, and Italian.

Cost, availability, and additional information:

www.cabl.ch or email
Giuseppe.conti@cabl.ch

*"It was the first training I didn't
check my watch"*

Ana, Sourcing Manager, Emerson



CABL Testimonials @ Merck -
Influencing a management...

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