



Spells of Influence©

Online programme

Get things done and achieve goals through, with, or approved by others.

The solution proposed – Spells of Influence©

In this course, participants discover how people make decisions, what are the contributing factors, and how to approach different types of people and situations.

They will learn how to build, manage and assess relationships, make alliances, and use techniques to influence and persuade others...

The course is designed mostly for: managers, customer-facing personnel (sales, customer service), Project managers; for people in Procurement, Finance, Marketing, Operations who interact with others and are involved with multiple-stakeholder decisions and situations.

Objectives

- Understand and map the mind's decision-making process; its contributing and withholding factors
- Setting goals and creating strategies to achieve them with and through others
- Mapping stakeholders, assessing relationships in terms of the 6 sources of influencing power
- Identifying different types of decision-making styles and learning appropriate approaching strategies
- Understand relationships: how to build, manage and assess relationships

- Learn influencing techniques and how to apply them according to the situation
- How to influence ethically and how to protect from manipulative attempts

Agenda

The concepts of influence and persuasion (vs manipulation).

Key differences.

The decision-making and buying processes:

- How the brain works – the process
- Triggers, and factors that influence the process: enablers and show-stoppers

Goals:

- Setting your goals: what, why
- Clear vs. fuzzy goals: When fuzzy goals are ok and why; BATNA (best alternative to a negotiated agreement)
- When and how to pursue, when relationships should take precedence

Stakeholders and allies:

- Motivators and profiling
- 5 types of decision makers & approach (goal-getting) strategies
- Information is power: gathering information;
- 5 types of questions

Protecting yourself and your team from unwanted influence and manipulation attempts:

- Reverse / counter the learnt techniques
- Reduce the biases

- Reframing power relationships

The power plays:

- Power as potential to influence: the 5 types of power
- Building a network of powers: you, your allies and supporters
- Relationship audit (power and dependence)

Influencing techniques:

- Social influence and 3 factors that increase its effectiveness
- Cialdini's 6 weapons of influence
- Brain on auto-pilot: 3 cognitive biases that allow influences
- Speech, presence and timing
- Sticky messages & influencing formulas
- Non-verbal influence
- Timing of interventions & priming

Logistic details

Group workshop that can be customised to the specific audience and goals of specific organisations.

Languages: English or Romanian

Facilitator: Ana Maria Gergely

In class version

Duration: **2 or 3 days, upon the goals of the company and size of the group**

Number of participants: 6-12

Online version

Duration: **6 to 8 hours workshop, split in 2-hour sessions**

Number of participants: 6-12

Technology:

- Zoom – easy to use, interactive, visual; breaking rooms for group work, chat
- Mentimeter – for brainstorming and polling



Do you have questions about us?
Looking for solutions for your organization?

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