

Are you getting what you want?

LEAD  GOALS

11-WEEK COURSE

INFLUENCE & PERSUASION

Life is full of negotiations, we have them every day—at work, and at home. This 11-week course is designed to increase your personal power and teach you how to use that power to get what you want. A major component of influence and persuasion comes in the form of power. There are two types of power—one that comes with position, and one that comes in the form of personal power. Here we will discover the benefits and pitfalls of using positional power, while diving deep into helping you build your personal power.

✔ INCLUDED FOR YOU:

- Small groups of 6-10
- 11 consecutive weeks
- An interactive workbook with exercises for observation and practice of the concepts
- Peer to peer discussions facilitated by an expert in the field

❗ FOR YOU TO DISCOVER:

- Your personal and professional power base
- The principles of influence and persuasion
- What works, how it works, and why it works
- Tips, techniques and resources to extend your influence

🎯 ASKED OF YOU:

- Analyze and discuss your personal and professional power base
- Interact with the materials, the instructors and your peers
- Be open to experiment and share your experiences
- A commitment to be fully present, and enjoy this immersion experience

⚙️ OPPORTUNITY FOR YOU:

- Improve your ability to get what you want
- Go into any negotiation with confidence
- Understand the short term gains and long term risks of using positional power

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**“The key to
successful
leadership
is influence,
not authority.”**

— Ken Blanchard