

Smart Persuasion: The Psychology of Getting to Yes

Leadership Development



9032



In-Class



8 hours

Course Description:

This course is designed to help participants explore the dynamics of leadership, harness the power of influence, and master effective relationship-building techniques. Through engaging modules, participants will learn to define various leadership styles, influence strategies, and tactics for driving meaningful change, empowering them to lead with confidence and inspire others toward success.

Target Audience:

This course is ideal for experienced professionals, team leaders, and managers with 6 to 10 years of experience, looking to strengthen their leadership and influence skills.

Course Objectives:

- Outline the relationship between leadership and influence
- Identify the four main approaches to leadership
- Discuss how to build a relationship
- List different methods and zones of influence
- Employ nine influence tactics

Course Outline

Module 1: Leadership and Influence

- What is Leadership
- What is Influence
- Relationship between Leadership & Influence
- Implications for the Leader
- Leadership Theories
- Traits Perspective
- Behavior Perspective
- Leadership as a Behavioral Category

Module 2: Approaches to Leadership

- Leadership Styles
- Contingency Perspective
- Leadership Directiveness
- Leadership Supportiveness

- Leader Achievements
- Transactional Leadership
- Transformational/Charismatic Leadership
- Autocratic Versus Participative Leaders
- Individual/Group Consultative Style
- Group Decision Style
- Participative Style

Module 3: Building Relations

- Supporting – Associated Behaviors
- Developing – Associated Behaviors
- Recognizing – Associated Behaviors
- Conflict Management – associated Behaviors

Module 4: Methods and Zones of Influence

- Influence Zones
- Methods of Influence

Module 5: Influence Tactics

- Nine Influence Tactics

Assessment Strategy:

Participants will be informally assessed based on their interaction during sessions and their participation in group exercises

Upon Successful Completion of this Course, participants will obtain:

0.6 CEUs

Course Language:

English Material
Bilingual Explanation

Prerequisites:

N/A