

## POSITIVE POWER AND INFLUENCE®

### OVERVIEW

Presented to more than a half of a million people in every major industry and translated into more than 15 languages, POSITIVE POWER AND INFLUENCE® is the most widely used influence skills program in the world. POSITIVE POWER AND INFLUENCE® gives people the influence style flexibility they need to influence effectively across a wide range of situations. Participants learn to diagnose influence situations, to determine which style would be most appropriate for a given situation and person, and to best use the style that works to meet their business objective and to maintain positive working relationships.

### POSITIVE POWER AND INFLUENCE® participants develop skills to

- <sup>a</sup> Adapt their style of influence to respond to challenging business situations
- <sup>a</sup> Present their views in a persuasive way, with enthusiasm, vision and logic
- <sup>a</sup> Create a positive impact on other members of their organization
- <sup>a</sup> Manage and motivate 'difficult' or under-performing employees
- <sup>a</sup> Influence others without pressuring, pulling rank or resorting to aggressive behavior
- <sup>a</sup> Resolve conflict and generate commitment to team decisions
- <sup>a</sup> Get buy-in to complete tasks and projects without delay
- <sup>a</sup> Mobilize resources and support from others to get things done

### TARGET AUDIENCE

Anyone who wants to improve their ability to present ideas effectively and to influence people to better control events and outcomes should attend this program as well as

- <sup>a</sup> Anybody who needs to influence without authority or who works in teams
- <sup>a</sup> Individuals who must get others to agree to priorities or to allocate resources
- <sup>a</sup> Professionals who need to deal regularly with more senior managers and directors
- <sup>a</sup> Technical or professional personnel without management experience
- <sup>a</sup> Managers whose current style is considered to be either too 'hard' or too 'soft'
- <sup>a</sup> Potential fast-trackers and Future Supervisors

**POSITIVE POWER AND INFLUENCE®**  
has been delivered in hundreds of  
organizations including:

BP Amoco  
BASF Corporation  
Burger King  
Chase Manhattan Bank  
Dell Computer  
Ernst & Young  
Pfizer, Inc.  
Procter & Gamble  
SmithKline Beecham  
Sun Microsystems  
NorthWest Water  
North West Electricity  
Anheuser-Busch  
CIGNA  
JP Morgan Chase  
Lotus Development Corporation  
UBS PaineWebber  
PECO Energy  
SAP America  
Verizon  
Cox Communications  
ExxonMobil

### PROGRAM METHODOLOGY

**Assessment:** Before the program begins, participants complete an assessment on their typical approach to influence situations and collect feedback from people who work with them around their current behaviors. Assessment is continued during the first half of the program using video-taped exercises, role-plays and participant and trainer feedback.

**Alternative styles:** Participants explore the fundamentals of the influence styles that they use infrequently or unsuccessfully and practice techniques to make familiar styles more effective and new styles more comfortable. They then learn how to diagnose work situations and how to select and use appropriate influence styles depending on the characteristics of the situation.

**Skill Development:** The program includes intensive skill practice using a wide choice of relevant exercises and simulations. Video and/or audio playbacks are reviewed and discussed and trainers give necessary further feedback and one-on-one coaching.

**Application Planning:** Participants apply what they have learned to a critical influence situation or relationship which awaits them back at work. They receive feedback from the group and trainers and leave the course with the confidence to put their new skills immediately to use.

## DELIVERY & TECHNIQUES

**Delivery:** The POSITIVE POWER AND INFLUENCE® Program is conducted by certified trainers. APRENDA's trainers have an average of 15 years training the program and are highly skilled and flexible. Client organizations may also choose to conduct the program using trained and certified internal trainers. Inquire about our Train-the-Trainer and Certification Programs if this is your organization's strategy.

**Techniques:** Adult Learning Techniques used in the program include assessments, readings, short input lectures, exercises (individual, in pairs and in groups), role-plays, self-directed learning and trainer feedback and coaching. Video and/or audio is used and role-play simulations are chosen from an extensive library. Client-specific exercises can be included.

**Recommended Class Size:** 1 trainer per 16 participants is recommended to ensure high-levels of personal feedback and coaching. Groups ranging from 8 to 20+ participants can be accommodated.

**Program Duration:** The program produces excellent results when conducted over two or three consecutive days with a structured assignment to be completed prior to the program. Your APRENDA account manager will work with you to design a delivery method that best suits your needs. If your time is restricted, please inquire about our 1-day programs.

## CLIENT AND PARTICIPANT FEEDBACK ON THE POSITIVE POWER AND INFLUENCE® PROGRAM

“After the program, we not only saw individuals with improved skills, but also increased team effectiveness. The Influence skills program opened the minds of individuals to behaviors of others around them, and consequently how to be effective in a group.”

“Eight years after graduating from [the] POSITIVE POWER AND Influence® Program, I am still using the skills and techniques I gained there. The training is so effective, I was able to walk out of the workshop and successfully apply new Influence styles to real life situations in my organization. The role plays and facilitation sessions really helped me retain and utilize what I learned.”

“I have been able to utilize bridging to obtain approval on a monthly report sent to the field. The bridging was successful with our legal department. This was one of the goals I set at the seminar.”

“The program has been helpful when working with sales reps, specifically teaching them how to bridge better with doctors.”

“A Veterans' Administration Hospital has continually given me a hard time bringing in new meds and reacted very differently once my approach was sharpened. The skills I learned helped me get my products into the hospital and my competitors' out.”

“I used bridging and persuading to get a group of vice presidents and peers to delay a product's introduction in order to do it right the first time.”

“I negotiated with my boss for additional time and resources to complete a project. (Time and resources are hard to come by in this department!)”

“Used bridging technique to gather a large amount of information from a person who normally does not share information or knowledge.”

“My current job is to Influence and persuade employees on the health and safety aspects of their job. I'm using the different techniques of Influence. I have accomplished in two months what the previous engineer could not in five years.”