

Influencing for Results

Who influenced you? Was it positive influence or negative? What impact has that had on your life? This course is designed for those who are interested in getting others to do things willfully --- without feeling defensive. We will explore the differences between destructive uses of power and positive uses of influence. The books, "Seven Secrets of Influence" and "Becoming a Person of Influence" will be used.

The objectives of this engaging workshop will be met through group discussion, video reviews, and individual exercises.

The objectives of this course are to help participants:

- Explore the consequences of destructive power
- Identify sources of influence
- Label historical figures who were influential
- Learn the difference between first brain and cerebral brain connections
- Use the classic concepts of influence and motivation (Monroe's motivated sequence and Maslow's hierarchy)
- Discover five sources of credibility
- Learn four types of resistance and how to overcome them

