

Developed in partnership with:

M | MICHIGAN ROSS

MAXIMIZING YOUR INFLUENCE AND PERSUASION

Being effective at influencing diverse stakeholders is a critical component of being an effective leader. You influence others when you drive change, present your ideas to your superiors or peers, negotiate a deal, or sell your products or services.

In many situations, the reach of your formal authority--your job rank and title--is limited. The reach of formal authority is becoming even more limited in contemporary organizations, which are flatter, more cross-functional, and increasingly populated by generations who are less receptive to formal titles.

- How much influence do you have at work? Do your colleagues, partners, and customers pay attention to your ideas? Can you get things done without relying on formal authority?
- Would you like to be more effective in influencing a diverse workforce, which is increasingly less responsive to formal authority?
- Do you need to be more effective in influencing stakeholders beyond your organization: investors, customers, suppliers, distributors, partners, or competitors?

This course will allow you to achieve leadership development in a way that is more effective, less expensive, and automatically leads to organizational improvement. This three-week online course features a proprietary simulation developed by renowned Ross faculty, Professor Maxim Sytch. This simulation is designed to give you a robust and highly personalized learning experience. The program also allows you time to reflect on an apply influence techniques.

OUTCOMES

- Become a more effective leader within your organization
- Exert influence in situations when you do not have formal authority
- Acquire concrete skills to maximize your influence with superiors and peers, as well as customers and external partners

YOU WILL

- Watch, learn, practice, and receive feedback on over 30 evidence-based influence techniques with a unique, online simulation.
- Learn how to protect yourself from the unwanted influence of others
- Learn to position problems and solutions throughout your text to entice and engage readers, drawing them in and holding their attention
- Take-away course influence toolkit to develop effective influence habits.

ABOUT THE EXPERT

MAXIM SYTCH



- Associate Professor in the Department of Management and Organizations, Stephen M. Ross School of Business, University of Michigan
- Selected as one the 40 Best Business Professors under 40 in the World by "Poets & Quants" and "CNN Money"

SPRINT OUTLINE

WEEK 1

VALIDATION, PROCESS AND FRAMING

Learn how to establish authority and validate your ideas, and structure discussion and decision procedures to maximize influence. Understand how to effectively frame your arguments and how to counter unwanted influence.

WEEK 2

INTERPERSONAL INFLUENCE

Deliver persuasive and memorable arguments and learn how to use relational tactics of influence. Build and leverage relationships in the absence of formal authority and navigate stakeholder power in driving initiatives.

WEEK 3

DEPLOYING YOUR INFLUENCE TOOLKIT

Practice applying influence skills in situational challenges, and learn from the best practices of leaders. Navigate the challenges of influence in remote (digitally mediated) interactions and develop skills to practice ethical influence.