



## Building Relationships and Getting Results

### EXECUTIVE SUMMARY

Today's organisations run on influence. Influence enables you to build the relationships you need to get results inside or outside the formal power structure. To be successful in today's flatter, more cross-functional matrix organizations, you need to be skillful and flexible in the way you influence others.

This accelerated learning program uses a "fitness model" to help develop strength, focus, and flexibility as an influencer. Feedback—gathered before, during, and after the program—provides valuable insights into individual strengths and learning needs. From the first hour of the program, you learn to use skills you already have in a far more effective way. Learn new skills as you work on real-world business situations. Through a series of exercises, learn how to plan and prepare for important influence opportunities up, down, across and outside your organisation. *Exercising Influence* is a just-in-time learning opportunity, enabling immediate application of new skills to resolve problems and conflicts and achieve outstanding business results.

### WORKSHOP LOGISTICS

#### DURATION

Comprehensive 2 day  
or Keynote session

#### MATERIALS

Every participant receives a bound workshop manual, with examples, worksheets, checklists and the Exercising Influence® Wheel - a practical tool to help you apply your skills.

#### FORMAT

Workshops of 8-25 participants  
Coaching one-to-one  
Corporate events

### WHO IS IT FOR?

- Any individual who wants to improve his or her influence skills can benefit. This programme is especially valuable to project leaders, managers, executives or anyone responsible for implementing change.

### WHAT WILL I BE ABLE TO DO AFTER PARTICIPATING?

*You will be better able to:*

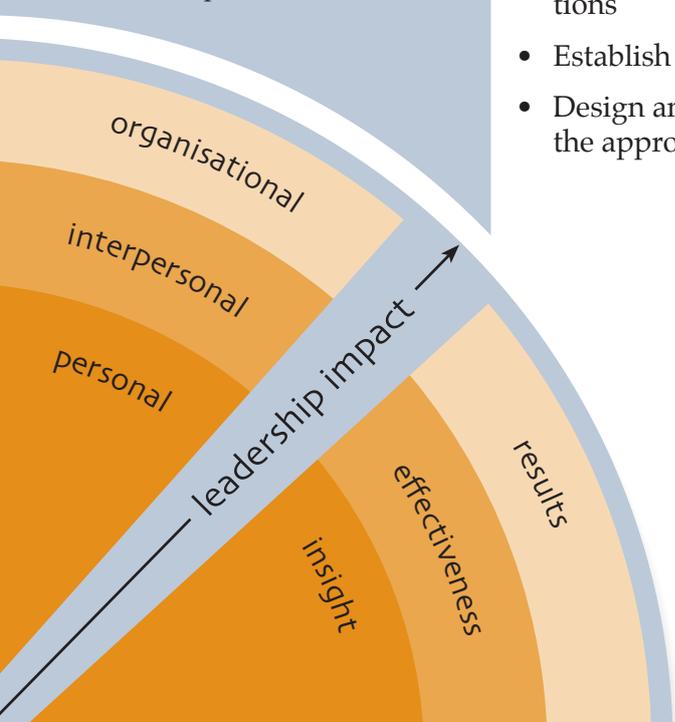
- Use influence models to help you develop effective influence behaviours and a strategic and tactical approach to influence
- Evaluate how you currently use influence behaviours and identify areas for development
- Develop and practise a variety of influence behaviours which you have identified as important to achieving successful results
- Communicate effectively in cross-functional teams and matrix organisations
- Establish clear and powerful influence goals
- Design an approach for formal and informal influence situations; apply the approach to a real-life situation

*The Core Programme is described in more detail on the next page*

At businessfruit we are passionate about helping you deliver results. We provide powerful, practical and globally-proven workshops on a local, regional or worldwide basis - workshops that help you drive lasting improvements in personal, team and organisational performance.

To find out more about this workshop and our other programmes:

1. email businessfruit at: [info@businessfruit.com](mailto:info@businessfruit.com)
2. phone Hywel Thomas at businessfruit on: +32.476.611.317
3. visit our web site at [www.businessfruit.com](http://www.businessfruit.com), and 'contact us'



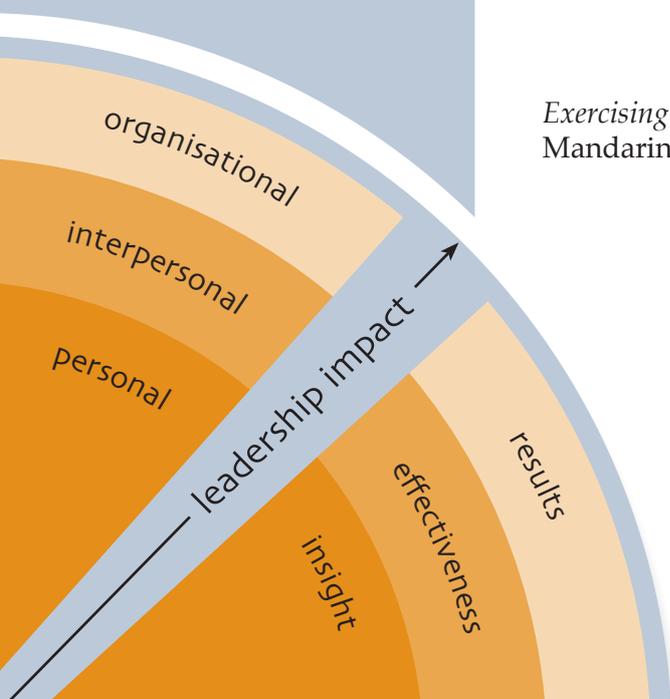
# Exercising Influence®

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### CORE PROGRAMME

- **The Nature of Influence**
  - Introduction to key definitions and concepts; identification of real influence opportunities for later practice
- **Influence Framework**
  - Analysis of the “big picture” affecting influence success
- **Model Overview**
  - Benchmark exercise; review and practice sessions introducing the tactics and behaviour model
- **Assessment**
  - Review of feedback and development of individual learning goals
- **Isometrics**
  - Focused practice on specific behaviours with targeted feedback
- **Influence Goals and Approach**
  - Introduction to planning for influence results
- **Behaviour Workouts**
  - Planning and interactive practice and feedback in realistic situations
- **Planning an Influence Approach**
  - Full planning process for an important upcoming influence opportunity
- **The Remaining Steps**
  - Review of next steps in developing and implementing risk plans
- **Maintaining and Improving Influence Fitness**
  - Learning summary, applications, and follow-up recommendations

*Exercising Influence®* is available in British English, US English, Japanese, Mandarin, Polish, Spanish, and Thai.



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