

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that—our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/2532](http://www.amanet.org/2532)

## Getting Results Without Authority

**Learn how to be persuasive and get the results you're looking for without authority.**

Whether you're dealing with bosses, colleagues, staff members or senior management, the ability to win respect, influence people and cultivate cooperation is absolutely essential to career success. Because the people with whom you interact in business can change on a moment's notice, the ability to be persuasive in business and work with anyone to achieve desired results is crucial—especially when you don't have immediate authority to command their cooperation. In this persuasive skills training, you'll focus on the key elements of influencing others when there is lack of authority—personal power, persuasion and negotiation.

Learn how to influence people by building your power base using the Personal Power Model...understand exchange and reciprocity (the first steps in the influence process) ...adapt communication style to build credibility...persuade with a framework of discovery, preparation and dialogue...master the key components of negotiation.

You'll practice persuasive communication and other influencing techniques right from day one through the final activity on day three of this information-packed program—and enhance your learning with videos, exercises, assessment tools and group discussions.

### How You Will Benefit

- Establish or regain credibility so you can begin to influence people
- Effectively use your power base to persuade others
- Understand the person you're trying to influence—and persuade through give-and-take
- Develop and grow relationships within your organization and beyond
- Create a collaborative work environment for faster, better results
- Let communication differences work for, not against, you
- Successfully sell your ideas and implement change
- Achieve trust and give-and-take relationships up, down and across the organization
- Influence people while projecting self-confidence without being pushy
- Adapt your style to the person or situation you're dealing with
- Identify various negotiating techniques that promote win-win outcomes

### What You Will Cover

#### Personal Power

- Understanding your personal power
- Personal power behaviors
- Attributes of effective/ineffective influencers
- Your power relative to the other person
- Influencing strategies
- Commitment Model: why commitment from others doesn't happen by chance

### **Reciprocity and Relationships: The First Step in the Influence Process**

- Mental model of influence
- Reciprocity assessment and case study
- Principles of reciprocity
- Building relationships
- Creating partnership

### **Communication Style**

- The importance of flexing with communication style preferences when influencing others
- Various communication styles you come across at work
- Identifying your preferred communication style and those of others
- The impact of the negative attribution cycle

### **Persuasion**

- Key components of persuasive communication skills: discovery, preparation, dialogue
- The need to adjust to different audiences
- Understanding the world of the other person
- The role of investment and risk in persuasion
- Achieving credibility
- Managing stakeholders
- Reaching a common goal
- Selling your position by providing evidence
- Connecting emotionally
- Best form of communication: listening, questioning
- Practicing persuasion in business techniques

### **When Conflict Comes Between You and Your Desired Results**

- Approaches to conflict resolution
- Conflict activity
- Giving and receiving feedback
- Using a win-win mindset

### **Getting Better Results Through Negotiation**

- Power, information, timing and approach
- Basic principles of negotiation
- Various steps in negotiation
- Final negotiation activity

- final negotiation activity

## Developing an Action Plan

## Who Should Attend

This persuasion and influencing course is ideal for new managers or supervisors who need to have work done through others—or who need to convince another person to buy into an idea or follow up on a request.

## Special Feature

### This Seminar Features Blended Learning

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AMA Blended Learning combines instructor-led training with online pre- and post-seminar assessments, tune-up courses and other resources to maximize your training goals. Through a blend of proven instructor-led seminars and powerful online technology, AMA Blended Learning provides a compelling and more comprehensive experience for the learner - producing a greater return-on-investment for the employer and the seminar participant.

## Schedule

- [3] days - \$2,445 Non Members
- [3] days - \$2,195 AMA Members
- [3] days - \$2,079 GSA

## Credits

21 CPE/1.8 CEU/18 PDU\_L  
18 PDU

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