



THE INFLUENTIAL CONVERSATION™

TIME IS PRECIOUS Make Every Interaction Count

A recent study found that senior leaders average 37 meetings per week—taking up roughly 72 percent of their total work time.¹ Too often those meetings are inefficient and ineffective.

When people aren't prepared to engage in high-stakes conversations, thoughtfully discuss the issues, and advocate their best ideas, the organization suffers. Time and resources are wasted. Decision-making corrodes into mediocrity. Action is delayed and the best ideas get shelved.

The Influential Conversation flagship workshop addresses the challenge head-on by equipping learners with five essential skills to **THINK and SPEAK for RESULTS**:

1. **ASSESS** your audience and pressure points
2. **FOCUS** conversations on desired outcomes
3. **LISTEN** to understand facts and motivations
4. **ASK** the right questions
5. **UNCOVER** and remove obstacles

World-Class Training with Proven Results

Learners exhibit stronger communication skills and organizations see immediate and measurable outcomes. Harness the power of influence and drive immediate results.

- Improve employee engagement.
- Enhance team collaboration and performance.
- Promote faster, more informed decision-making.
- Get higher commitment to change initiatives.
- Improve meeting productivity.
- Close deals faster.

¹ *Harvard Business Review*, July-August 2018, "How CEOs Manage Time."

THE SKILLS

1 ASSESS your audience and pressure points

- Identify and plan for both supporting and opposing forces for your topic.
- Apply techniques for connecting with your listener's mindset before you start the conversation.

2 FOCUS conversations on desired outcomes

- Apply a simple, repeatable process to distill and organize content.
- Develop an engaging listener-focused opening.
- Close with a strong point of view statement and/or call to action.

3 LISTEN to understand facts and motivations

- Use linking and summarizing to demonstrate active listening.
- Balance inquiry and advocacy to produce collaborative agreement.

4 ASK the right questions

- Prioritize genuine rapport to help others engage in a meaningful conversation.
- Use questioning techniques that avoid interrogation and encourage discussion and deeper understanding.
- Master the four types of questions and know when each is most appropriate.

5 UNCOVER and remove obstacles

- Apply an effective technique for handling challenges and objections.
- Convert tough questions and pushback into opportunity.
- Articulate the position, action, and benefit for both parties and confirm agreement.
- Develop reasonable next steps and a plan to keep everyone who is involved accountable.

SPECIFICATIONS

- Two-day workshop focused on real world situations and on-the-job applications.
- Up to 12 participants.
- Three video-recorded practices with immediate expert feedback.
- Training design can be modified in duration and delivery method as required.

REINFORCEMENT and MEASUREMENT

- All participants receive two months of free access to our leading-edge mobile app that leverages artificial intelligence to measure skill improvement.
- Detailed evaluation reports are offered at no charge for every workshop.



SMALL GROUPS



LIVE VIRTUAL



FACILITATED DIGITAL



TRAINER CERTIFICATION

FLEXIBLE DELIVERY OPTIONS