

## **Influencing Stakeholders**

We all rely on the support and involvement of others to get things done. Many exploit their position in the hierarchy, the force of logic, or their personality to accomplish this. Some of the time, some of these approaches deliver. Often, they don't – or only partially, and for a short time. There is an easier, more reliable and more sustainable way to influence others.

### **Our Approach**

There is a world-renowned model for influencing that is widely used by persuaders throughout global governments and industry. We demonstrate this in an impactful and quite surprising way that enables all participants to apply it immediately to workplace challenges (and their lives outside it).

### **Benefits to the Organisation**

- More that needs to be done, is done, with less friction.
- When others outside the organisation attempt to use these tools on participants, they will recognise what's happening, and be capable of defending themselves against these 'dark arts'.

### **Benefits to a Team**

- There is a marked increase in energy inside teams that have all been shown this model as each member hones their newly discovered skills on each other. Result: enhanced morale, less conflict, more unified action, leading to higher productivity.

### **Benefits to Participants**

- A new approach to influencing enables them to garner support from others with less effort and in a way that is natural and respectful of themselves.