

# Power of 3: Persuasion and Influence

*Master the art of persuasion and influence by applying three perspectives*

## ▶ PROGRAM BENEFITS

*Power of 3: Persuasion and Influence* helps people become more successful influencers by applying three different perspectives to issues they face. People who are most effective at influencing others and resolving differences are adept at viewing the world from three perspectives before presenting solutions: First Person (advocating one's own needs), Second Person (acknowledging others' point of view), and Third Person (observing objectively to seek what is reasonable and fair). During this interactive workshop, participants learn to apply and integrate these three perspectives in order to improve influence and overall work relationships.

## ▶ PROGRAM OBJECTIVES

- Influence effectively in order to strengthen all relationships at your organization
- increase awareness of how they and others approach influence
- Recognize the strengths and weaknesses of different approaches to persuasion
- Advocate for their own needs when persuading and influencing
- Support the other person in an influence situation
- Create fair solutions with objectivity
- Develop strategies for dealing with people with different styles

## ▶ IMPLEMENTATION/CUSTOMIZATION

*Power of 3: Persuasion and Influence* includes a self-assessment tool on participant Mindset and Influence Types to become more aware of tendencies when trying to persuade. In a virtual or in-person session they receive best practices and a preparation tool for approaching persuasion situations strategically, a process for effective influence conversations, and practice through role-play of challenging situations, using tools based on the framework. Case scenarios, exercises, and discussions are tailored to the organization's specific challenges. Typical lengths are 6-8 hours though can be extended to 12 hours.

## ▶ AUDIENCE

All levels, including employees with dotted line responsibility or involvement in complex projects that require persuasive skills to achieve a more cohesive process and result.