

# Influencing Skills Advanced 2 - Championing Strategic Change

Do you need to influence multiple stakeholders as part of a project or change program? Influencing Skills Advanced 2 provides practical techniques to persuasively communicate the need for change. This course is powerful and experience-driven, taking you to the next level in your journey to being a master of influence.

## Snapshot

Duration: 1 day

Prerequisites: Participants should understand the principles and techniques of influence, equivalent to those covered in MCI's Influencing Skills Foundation program. It is recommended that you also complete the Influencing Skills Advanced 1: Convincing Conversations course prior to attending Advanced 2.

## Learning Outcomes

During this course you will learn to:

- Create advocates and loyal supporters by demonstrating your credibility and authenticity
- Successfully influence a diverse network of stakeholders
- Construct powerful communications that persuade, motivate and convince
- Develop a communications strategy and deliver a strong case for change

## Course Content

### Exploring Strategic Influence

- Review performance outcomes
- Share goals and experience
- Define and discuss the value of being a strategic influencer

### Establishing Credibility and Authenticity

- Determine how you could increase personal credibility by demonstrating your expertise and trustworthiness
- Explore the value of being authentic
- Examine methods for improving your perceived charisma and authenticity

### Engaging with Multiple Stakeholders

- Use a stakeholder engagement strategy to secure organisational buy-in
- Create, complete and utilise a stakeholder matrix to prepare your engagement strategy

### Forming Strategic Alliances

- Review your existing alliances and plan how to form stronger partnerships
- Use a consultative, mutually beneficial approach to secure change advocates and engage organisational sponsors

### Making a Case for Change

- Explore different communication strategies and the benefits of each
- Learn to use stories and anecdotes to shift perspectives and behaviours
- Discover how to prepare a memorable and strong argument for change

### Developing your Improvement Plan

- Set actions to implement at work

### After: Access your Embed the Learning Kit

- This kit assists you to apply the techniques at work, ensuring you make the most of this experience