



Quixote  
consulting

What's your quest?

# Influence: The Power of Persuasion

We've all had moments of winning people over, and other times of feeling that we missed a chance to influence an outcome. How can you consistently capture an audience, effectively make a point and carry everyone along toward a goal? How can you influence an outcome, even if you're not in a position of authority? What can be done to make your desired outcome persuasive and engaging?

Here's the good news: influence skills can be learned and applied simply and easily. *Influence: The Power of Persuasion* helps you, step by step, to develop critical influence competencies such as: building and sustaining rapport, reading subtle emotional cues, finding the common ground, and ensuring your audience is emotionally engaged.



*Influence: The Power of Persuasion* provides each participant with simple, useful tools that can immediately be applied to real-world scenarios. Together, we'll explore influence case studies and examine the latest research from psychologists and influence researchers. We will also learn the difference between manipulation and the ethical use of persuasion and find out how to keep the collective goal in mind to improve long-term relationships. By inspiring interest in a common goal in a persuasive and engaging way, you can positively impact your life and the lives of everyone around you.

## Practical and Applicable

At Quixote, we know how important it is for any new training knowledge to be practical and applicable. That's why we put such great emphasis on immediate and realistic application. Participants leave with a plan in place for employing their new skills in the coming week and beyond.

## Energetic and Fun

We also know that people respond best to presentations that are energetic, interactive and fun. There is always laughter in the session. And the unique methodologies we employ definitely help – we've used the modalities of chocolate and even wine pairing to explore team strengths. Any of our fun team building programs is easily combined with our training programs to create that magical mix of meaningful fun.





## Best of the Best

Our research team gathers the latest management and leadership research and sifts through that impressive collection of knowledge and wisdom. We then distill what we've found into what is most important, memorable and applicable to you and your team. In short, we do the work so your people can benefit the most.

*Influence: The Power of Persuasion* draws on the work of such thought leaders as Daniel Goleman, Howard Gardner, Martin Seligman and Marshall Rosenberg. Nonviolent Communication principles help us identify universal needs and show us how to influence by requesting rather than demanding. The Myers-Briggs Type Indicator (MBTI) provides an excellent tool for finding how we and those we are trying to influence prefer to make decisions, a tool that can be used whether your team is familiar with the MBTI or not. The field of emotional intelligence helps us detect subtle emotional cues and determine whether a group is emotionally engaged or not.

## Lasting Impact

Participants walk away from the session with practical tools that can be immediately applied to their individual work situations, as well as a vision of the powerful productivity possible in a team that recognizes and leverages all team members' strengths. We stretch our time together (and your training dollars) by including (optional) pre-workshop assignments, post-event success tools and coaching.

## Customization

We customize key components of the workshop to ensure that you get the right material to the right people at the right time, maximizing the return on your investment. We take into account your unique team situation and your desired outcomes.

## Results

- Increase resonance with your audience, a key driver for successful influence.
- Decrease resistance to influence.
- Win people over by identifying and appealing to the underlying universal need.
- Fine-tune presentations to appeal to a specific audience, whether on-on-one, face-to-face, on the phone or to a group.
- Identify, build, and leverage specific 'influence moments' when people are most ready to listen and agree to your point.
- Prepare most effectively for an upcoming high-stakes influence encounter people who are being emotionally hijacked.
- Choose the best strategy for the moment rather than relying on a familiar influencing strategy.
- Get to know the people you're trying to influence and their unique preferences, one by one.

