Post-Class Reinforcement Materials

Each of the Leadership and Professional Development courses include a suite of post-class reinforcement materials that are unique to each title. Content such as e-books, quick videos, personal and team assessments, tools and templates, and other materials, have been selected to ensure that you continue your journey to ongoing success beyond the classroom. All e-assets, such as books and videos, come with 1-year access.

Extending Your Sphere of Influence | 2 Days

**Challenge**
- Challenge: Launch Challenge: Influence and Persuasion

**Tools**
- Influence and Persuasion Opportunities
- Setting the Stage
- Audience Considerations
- Audience Issues
- Persuasive Techniques
- Creating Questions
- Facing Opposition
- Action Planning and Commitment

**Test**
- Leadership Advantage Test Yourself: Influence and Persuasion

**Core Message**
- Leadership Advantage: Influence and Persuasion 2.0

**Case Study**
- Why Use Influence?
- Consider Your Audience
- Influencing Key Decision Makers
- Choosing a Persuasion Technique

**Key Concept**
- Key Concept: Defining Influence and Persuasion
- Key Concept: Why Leaders Must Influence and Persuade
- Key Concept: About Personal and Position Power
- Key Concept: The Process
- Key Concept: Credibility, Knowledge, and Communication
- Key Concept: Knowing Your Audience
- Key Concept: Audience Preferences
- Key Concept: Making Your Case
- Key Concept: Stating Your Objective
- Key Concept: Persuasion Techniques
- Key Concept: Using Questions
- Key Concept: Acknowledging Opposing Perspectives
- Key Concept: Your Action Plan

**e-Books**
- 7 Secrets of Persuasion: Leading-Edge Neuromarketing Techniques to Influence Anyone
- Invisible Influence: The Power to Persuade Anyone; Anytime; Anywhere
- The Respectful Leader: Seven Ways To Influence Without Intimidation

**Videos/Courses**
- Verbal Language for Effective Influence
- How to Influence People You Don't Control
- The Law of Influence: A Counter-Intuitive Principle
- Influence: The Most Powerful Persuasion Techniques

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Materials listed above are representative and do not include all assets, which are subject to change as titles and resources are always being updated.