



# Course Outline for Influencing with Impact 'Schindler's List'



## What are the overall learning goals?

1. Create a positive and influential first impression.
2. Use a range of approaches to increase personal influence in any given situation.
3. Improve confidence when networking and rapport-building.

## What will be covered?

*We tailor our content to suit your business culture.*

These 2 days, 6 months apart, are often underestimated as a 'pink and fluffy' skill, yet the Influencing with Impact series can be the cornerstone of getting what you want from others. This series will help you be the best version of your influencing-self.

## What are the learning objectives?

*By the end of this training course you will be able to:*

- Use a variety of tools including positive self talk and visualisation to strengthen self awareness and inner confidence.
- Read and recognise what might lie behind the body language used by others and use this positively to enhance relationships.
- Demonstrate the skills of both an assertive and a responsive approach to influencing, depending on the situation.
- Demonstrate a range of NLP (Neuro Linguistic Programming) techniques, including mirroring and matching, to create and strengthen rapport with others.

## What are the long term benefits?

No matter how good the idea, or the opportunity, if it is pitched badly the chances of it surviving are very slim. Valuable opportunities are lost every day because people do not have the ability to communicate effectively with those they are seeking to influence.

## How MBM makes this 'stick'?

Hopefully the term 'Sticky Learning' has intrigued you, whilst you probably guessed a sense of what it is about. In short Sticky Learning is our own unique blueprint that we have developed to help delegates **Realise** more of what they have learnt, are able to **Recall** more of what they have learnt and **Retain** more of what they have learnt. This is good for our clients because it means that they spend money with us that is better invested than other training providers because the learning is used for longer.

## Who is it for?

- People in key roles who influence retail buyers, retail developers and retailer supply chain.
- People who are delivering projects and initiatives internally and externally.
- People that want increased self-awareness about how well they impact, and influence, others.
- Those who, in their performance reviews or development plans, have had a need identified around their impact.

## What attendees have previously said?

*"I thought that this course wasn't for me because I can do this stuff and it's all a bit 'fluffy'. I am so glad that I attended because I now know how much difference it can really make. I am using this stuff at work and I can only say that it works very well."*

### **What is the course/programme duration?**

At MBM we no longer offer 1 day courses due to their limited effect. Our 'Sticky Learning' enables delegates to learn more, learn quicker and learn easier. Our Sticky Learning is a 6 months programme comprising of a Learning To Learn 1/2 day training course, pre-work, a Foundation 1 day training course, and an Advanced 1 day training course, 6 months after the Foundation training course. In between the Foundation training course and the Advanced training course you will be challenged with case studies, video's, research papers and other mediums to encourage you to use your learnings.

### **How many delegates per course?**

Up to 12.

### **How do we measure your return on investment?**

There are many evaluation methods for training, each trying to find the holy grail of return on investment. We use Donald Kirkpatrick's four level training evaluation model because it has stood the test of time, since 1953. This is how we suggest we evaluate our Influencing with Impact training course for you:

#### Level 1

On each of the 2 days of the course you are asked for your feedback. This is commonly known as a 'smile sheet'.

#### Level 2

At the end of the 2 days you are set a test of 10 questions to understand how much of the learning you have absorbed. This is carried out as a 'quiz', but has a serious element around understanding your immediate retention and also because quizzes help make sure that the learning sticks.

Post the Foundation day you are emailed a questionnaire asking you to:

- Rate how well the Foundation day achieved the learning objectives and why.
- Rate how likely you are to now achieve your individual learning objective and why.
- Rate how much your knowledge has increased and why.

#### Level 3

At 3 months after the Foundation training course you are emailed a questionnaire asking you to:

- Rate how much you have achieved your individual learning objective and why.
- Rate how much have you improved your effectiveness at influencing and why.

#### Level 4

At 6 months, in the advanced training day course, you are asked to identify one example of a change in your influencing behaviour that has led to a bottom line impact.

### **How do I book?**

Contact one of our expert influencers on 0870 4424 504 or visit [www.makingbusinessmatter.co.uk](http://www.makingbusinessmatter.co.uk) or email [helpme@makingbusinessmatter.co.uk](mailto:helpme@makingbusinessmatter.co.uk)

