

Expand Your Power To Influence

Expanding influence through strategic storytelling and influence strategies is a powerful way to connect with others and inspire action. Storytelling, when used strategically, can captivate audiences by weaving narratives that resonate emotionally and convey important messages effectively. By crafting compelling stories that illustrate vision, values, and goals, influencers can engage listeners on a deeper level, fostering empathy and understanding.

Coupled with influence strategies such as building credibility, networking effectively, and leveraging social proof, storytelling becomes a potent tool for expanding influence. These strategies enable influencers to build relationships, gain trust, and persuade others to align with their ideas or initiatives. Ultimately, combining storytelling with thoughtful influence strategies not only amplifies one's impact but also establishes a compelling narrative that motivates others to support and champion shared objectives.

Target Audience

This course will benefit all leaders or individual contributors in corporate organizations, professionals, entrepreneurs and business owners who want to develop the mindset to capture opportunities to influence commitment from others to take actions

Duration

8 hours

Course Topics

- Five bases of power
- Six Influencing principles
- The importance of storytelling and discovering relevant personal stories
- Structure of a story and polishing personal stories

Objectives

This course equips participants with practical techniques to:

- Understand primary communication styles and adaptability
- Improve understanding and capability in mindful (active) listening and develop balance between inquiry and advocacy in communication
- Understand the art and science of storytelling and the impact it has to influence
- Create and polish your stories with structure and tactics

Desired Outcomes

- Increase individual effectiveness and performance
- Build confidence and resilience in facing challenges
- Develop a learning attitude towards every mistake or failure
- Motivate continuous self development

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Course Outline (Duration: 8 hours)

Five bases of power

- The appropriate use of power to influence
- Five bases of positional and personal power

Break

Influencing principles

- The research into influencing strategies to gain commitment from others without the use of power
- Six influencing principles to gain commitment from others

Lunch Break

Why storytelling and discover one's stories

- The impact of effective storytelling
- How to discover your stories

Break

How to tell impactful stories?

- 3-step structure to a story
- Techniques to polish your stories
- Learn to tell your own stories