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## INFLUENCE WITHOUT AUTHORITY

<b>Start Date:</b>	01/09/2025	<b>End Date:</b>	05/09/2025
<b>Categories:</b>	Soft Skills	<b>Venues:</b>	Madrid
<b>Formats:</b>	In Person	<b>Instructors:</b>	

### OVERVIEW

This interactive course empowers professionals to lead and influence across functions, teams, and hierarchies without relying on formal authority. Participants will master influence strategies, stakeholder mapping, and trust-building techniques.

### OBJECTIVES

By the end of this course, participants will be able to: – Understand the psychology of influence and persuasion. – Build rapport and credibility with diverse stakeholders. – Navigate office politics and informal power structures. – Use storytelling and data to influence decisions. – Create alliances and coalitions to drive initiatives.

### COURSE OUTLINE

1- Foundations of Influence and Credibility 2- Stakeholder Mapping and Trust Building 3- Influence Strategies for Different Personalities 4- Persuasive Communication and Storytelling 5- Leading Change Without Formal Power

### TARGET AUDIENCE

Mid-level professionals, project leads, cross-functional managers, and anyone managing without direct authority.

### METHODOLOGY

Role plays, behavioral simulations, influence strategy labs, and personal influence mapping.

### CONCLUSION

Participants will gain tools to lead initiatives, build buy-in, and create impact in matrix or collaborative environments.

### DAILY AGENDA

### **Day 1: Understanding Influence**

Explore influence types, power dynamics, and credibility foundations.

### **Day 2: Stakeholder Strategy**

Map influence networks and identify key relationships and blockers.

### **Day 3: Tactical Influence Techniques**

Practice appeals, nudges, and value-driven positioning.

### **Day 4: Communicating with Impact**

Use storytelling, reframing, and structured arguments to persuade.

### **Day 5: Action Planning for Influence**

Develop a personal influence map and plan for upcoming initiatives.

*For more information, please contact us:*

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