



Influencing and Motivating Others

The Art of Persuasive Leadership

Ever notice how some people seem to have a natural ability to stir people to action? Our experts say the principles of successful influence can be learned by anyone willing to develop certain skills.

Influencing and Motivating Others provides actionable lessons on getting better results from direct reports (influencing performance), greater cooperation from your peers (lateral leadership), and stronger support from your own boss and senior management (persuasion).

The Essential Leader

Transitions

Stepping Up to Management
Leadership Transitions

Management Fundamentals

Coaching for Results
Managing Across Difference
Managing Direct Reports
Managing Virtual Teams
Service Success

Developing as a Leader

Decision Making

Influencing and Motivating Others

Leading Teams with Emotional Intelligence
Managing Change
Managing Difficult Conversations
Negotiating for Results
Productive Business Dialogue
What Is a Leader?

Also available in:

Portuguese

Learning Objectives

- Learn how to demand—and receive—more from employees
- Distinguish between effective and ineffective motivation methods
- Discover the secrets of leading peers or “lateral leadership”
- Practice negotiation and persuasion skills
- Develop credibility through expertise and relationships

Program Structure

Influencing and Motivating Others takes managers through expert content in a fast-paced, interactive format. Realistic practice scenarios and interactive tools enable time-pressed managers to grasp key concepts quickly and retain them permanently. All program exercises are short and modular, so that no portion takes more than 20 minutes to work through. And the entire program requires only one to three hours.

Program Features Include:

- **The Art of Persuasion:** Assess your ability to effectively persuade others
- **Motivating Employees:** Measure your skill in motivating employees to enhance their performance and work commitment
- **Enhancing Employee Performance:** Evaluate and enhance the performance of an employee
- **Resource Library:** *Harvard Business Review* and *Harvard Management Update* articles can be read online or printed
- **Interactive Case:** Scenario-based learning
- **Follow-up Goals:** Guidelines for applying concepts on the job
- **Comprehension Test:** Evaluate comprehension of the content with a tool you can easily distribute via your organization’s testing system

Technical Specifications

Here is a summary of what you'll need to make full use of this program:

Operating System: Windows 98, 2000, or XP

Browser: Microsoft Internet Explorer 5.x, 5.5x, or 6.x, Netscape 6.2 or 7.1

Software: Adobe Acrobat 4.05 or better

Optional Software: Macromedia Flash 4.0 or better

 *The Essential Leader* programs are designed to work with SCORM and AICC certified environments.

For additional information, please visit the Technology & Delivery section at www.corporatelearning.hbsp.org.

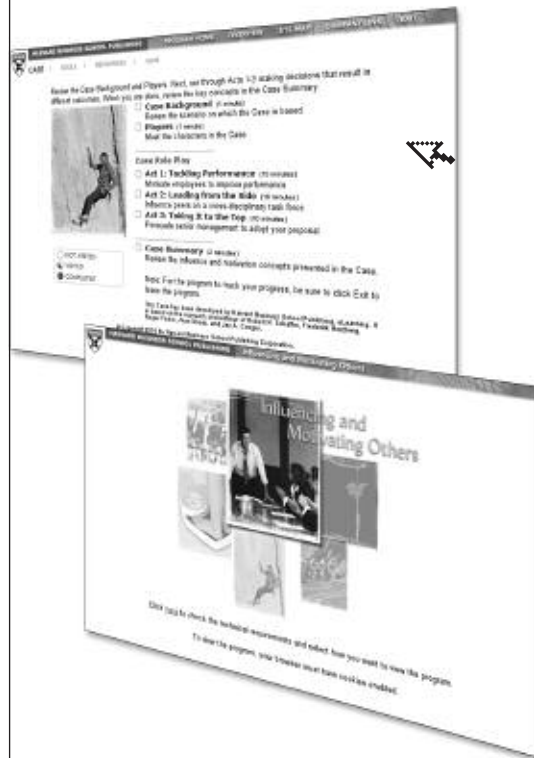
New programs are introduced throughout the year. Please consult our website for the latest titles.

World-Class Subject Experts

Based on the work of **Robert H. Schaffer** ("Demand Better Results—And Get Them"), **Frederick Herzberg** ("One More Time: How Do You Motivate Employees?"), **Jay A. Conger** ("The Necessary Art of Persuasion"), **David C. McClelland** and **David H. Burnham** ("Power Is the Great Motivator"), **Timothy Butler** and **James Waldroop** ("Job Sculpting: The Art of Retaining Your Best People"), **Paul D. Lovett** ("Meetings That Work: Plans Bosses Can Approve"), and **Roger Fisher** and **Alan Sharp** ("How to Lead When You're Not the Boss"). Resource materials were originally presented in *Harvard Business Review* and *Harvard Management Update*.

Support Materials

To assist in assessing the progress of managers taking the program, system reports can be generated to show a learner's profile information and completion status. A Facilitation Guide and Comprehension Test are also available.



Implementation Tool Kit

We offer an implementation tool kit to drive usage and make the company-wide launch a success. Customizable support is also available from our Implementation Services Team to provide strategic and tactical expertise to all phases of the implementation process.

Hosting and Customization Options

The Essential Leader programs can be hosted or easily installed on a company's intranet. It can be customized to include co-branding, linking topics to corporate competencies, or inserting links to a company's policies and procedures or other training programs.

Contact us for more information.