

INFLUENCING AND MOTIVATING OTHERS

EMPOWER MANAGERS WITH STRONG, PERSUASIVE LEADERSHIP SKILLS

INFLUENCING AND MOTIVATING OTHERS FROM HARVARD BUSINESS PUBLISHING IS A SIMULATION-BASED COURSE DESIGNED TO ENHANCE A MANAGER'S ABILITY TO INFLUENCE, PERSUADE, AND MOTIVATE OTHERS TO ACTION.

INFLUENCING AND MOTIVATING OTHERS from Harvard Business Publishing immerses managers in challenging, dialogue-based scenarios where the choices they make drive the conversation—and the results. This simulation course provides actionable lessons on gaining cooperation from direct reports, peer-level colleagues, and senior management. Personalized feedback, expert content, and performance indicators guide learners to explore and develop proven techniques to influence others and win stronger support throughout the organization.

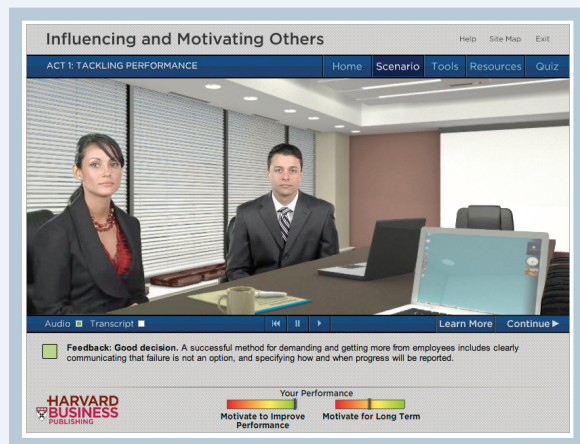
CONTENT

SCENARIO-BASED LEARNING, IMMEDIATE FEEDBACK, INTERACTIVE TOOLS

Influencing and Motivating Others enables managers to make a positive impact by effectively influencing and motivating others. This highly interactive learn-by-doing experience teaches techniques to win peer support and to positively affect direct reports, cross-departmental colleagues, and other important audiences. Your managers learn ways to enhance employee performance using intrinsic motivating factors while avoiding mistakes commonly made when attempting to get more from direct reports.

Influencing and Motivating Others takes managers through situations where they learn to:

- **Demand—and get—better results** from direct reports to enhance performance.
- **Motivate employees** for long-term commitment to the organization and its goals.
- **“Lead from the side”** to effectively emerge as the leader within a group of peers.
- **Influence others** using negotiation techniques and compromise.
- **Persuade others** by establishing credibility, common goals, and emotional connections.



HIGHLIGHTS

- > Role-playing situations
- > Immediate feedback
- > Action-oriented
- > Interactive case scenarios
- > Follow-up goals
- > Built to be modular and flexible
- > Easy to use

EXPERTS

The course content is drawn from the research and writing of renowned practitioners and prominent professors acknowledged as top experts in leadership development.

JAY A. CONGER

Professor of organizational behavior at the University of Southern California's Marshall School of Business

FREDERICK HERZBERG

Distinguished Professor of Management at the University of Utah

ROBERT H. SCHAFER

Head of the management consulting firm Robert H. Schaffer & Associates in Stamford, Connecticut

COURSE ELEMENTS

TOTAL IMMERSION FOR LEARNING ON THE JOB

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 course exercises are short and modular, so that no portion takes more than 20 minutes to complete. The entire course can be completed in about two hours.

Influencing and Motivating Others features:

THE ART OF PERSUASION	Assess one's ability to effectively persuade and influence others.
MOTIVATING EMPLOYEES	Measure skills for motivating employees to enhance their performance and work commitment.
ENHANCING EMPLOYEE PERFORMANCE	Evaluate and determine ways to enhance employee performance.
RESOURCE LIBRARY	<i>Harvard Business Review</i> articles that can be read online or printed.
INTERACTIVE CASE	Participate in scenario-based learning.
ACTION-ORIENTED PRACTICE	Online practice activities help hone persuasion and motivating skills in a safe environment.
QUIZ	10-point self-assessment section enables users to reflect on what they've learned in the program.
FOLLOW-UP GOALS	Guidelines for writing on-the-job goals in a customized action plan.
SUPPORT MATERIALS	Evaluate comprehension of the content with a tool you can easily distribute via your organization's testing system. A Facilitation Guide is also available.

ADDITIONAL FEATURES

Modular design for a flexible, self-paced learning experience.

Easy navigation for quick access and ease of use.

Immediate feedback from interactive exercises.

SUPPORT

IMPLEMENTATION SERVICES

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

INFLUENCING AND MOTIVATING OTHERS can be easily installed on your company's intranet, and customized to include co-branding and links connecting topics to corporate competencies and your company's policies, procedures, or other training programs.

TARGET AUDIENCE

INFLUENCING AND MOTIVATING OTHERS

INFLUENCING AND MOTIVATING OTHERS is ideal for managers at all levels who must stir people to action and elicit support to reach strategic goals. Building and refining your managers' ability to unify and motivate others toward actionable goals will directly affect your organization's success.

COMPLEMENTARY OFFERINGS

Extend the course's impact with additional leadership development simulation courses, such as:

◦ COACHING FOR RESULTS

Your managers will learn a three-step coaching process that produces measurably higher employee performance, and maximizes unit and team productivity.

◦ DECISION MAKING

Offers short interactive cases, tools, and customized feedback to master the most fundamental of management skills.

◦ MANAGING DIFFICULT CONVERSATIONS

Provides effective communication techniques for conflict resolution; dealing with underperforming employees; and keeping a business running smoothly when things get rough.

Or select from our deep well of print and digital content. Ask your relationship manager for recommendations that match your strategic initiatives.

LEARN MORE

Phone: 800-795-5200 (outside the U.S. and Canada call 617-783-7888)

www.harvardbusiness.org/corporate