

# Influencing and Networking Skills

half-day  
management  
master class



- ▷ Realise the importance of developing ‘power bases’
- ▷ Analyse different types of influencing tactics and when to use them
- ▷ Appreciate how lobbying can help to set the scene for successful influencing

Understanding how to make sure that your voice is heard and that your contribution to the business is recognised



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## Influencing and Networking Skills



### Overview

Effective and successful business people know how to get things done through their contacts and how to influence the outcome of events by selecting the 'right' influencing strategy. People who can make an impact on a decision making process are aware of the need to enhance their levels of authority and understand how this can be done by the deliberate cultivation of nine key 'power bases'. They also appreciate that they need to use a range of influencing tactics because what works well with one person (or in one culture) might not work so well in another. This workshop helps delegates to master these key skills and provides insights into how to deliberately choose the right tactic for any given influencing situation.

### Learning objectives

By attending this highly interactive and practical half-day course you will:

- ▷ **Understand why networking is a key business skill**
- ▷ **Learn how to prepare a stakeholder analysis**
- ▷ **Realise the importance of power and how to develop 'power bases'**
- ▷ **Analyse different types of influencing tactics and when to use them**
- ▷ **Appreciate how 'corridor conversations' can boost your personal impact**

### Who should attend?

This course is ideal for experienced managers who want to have a refresher or 'master class' on influencing and networking concepts and techniques. It is also relevant for all those new to management or leadership and who want to grasp the essential elements of influencing and networking early on in their career.



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## Networking and Stakeholder Analysis

Understanding how to get things done through personal contacts.

- ▷ Understanding networking concepts
- ▷ The reciprocity principle
- ▷ Building a network
- ▷ Networking diagrams
- ▷ Stakeholder mapping

▶ **Exercise:** *drawing a stakeholder map*



## Sources of power

Understanding the nature of power and how to acquire it.

- ▷ Why power matters
- ▷ The nature of power – understanding the nine power bases
- ▷ Personal power bases
- ▷ Position power bases

▶ **Exercise:** *developing your power*



## Influencing tactics

Identifying the key influencing tactics and understanding when to use them.

- ▷ Understanding influencing concepts
- ▷ Giving instructions
- ▷ Legitimising
- ▷ Rational arguments
- ▷ Consulting
- ▷ Friendship
- ▷ Negotiating

▶ **Exercise:** *applying influencing tactics in the workplace*



## Lobbying and the CIA speech

Appreciating how lobbying can help to set the scene for successful influencing.

- ▷ Why lobby?
- ▷ The CIA speech
- ▷ Corridor conversations

▶ **Exercise:** *practising a CIA speech*



## Feedback

Feedback is based upon peer review using BMC assessment checklists. Completing the BMC assessment checklists is not only valuable to the people involved in a given role play or case study, it also helps those completing them to gain an in-depth understanding of the building blocks that make up effective influencing and networking strategies.

## Contact

Further information is available by contacting Boulden Management Consultants at:

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