



# **PRISM**

## **Influence Coaching and Leadership™**

Unlock the Spectrum of Opportunity in Your Organization



## Introduction

The **PRISM Influence Coaching and Leadership™** series is a comprehensive suite of Live and Distance Learning resources designed to develop your management team's expertise in *Influence*, and leverage these principles to build upon their current leadership and coaching skills. *Influence* skills are the foundation necessary for success in selling, marketing, and leadership. Our curriculum provides the most important application of *Influence* for *all levels* of managers responsible for leading others.

This highly relevant and engaging leadership curriculum will help you effectively apply *Influence* principles within your management team. Assignments are included where your leaders are asked to evaluate articles and cases, and apply the *Influence* principles discussed.

## Myths and Truths: Leadership and Authority

Throughout the *PRISM Influence Coaching and Leadership* series of modules, we explore different "myths and truths." We examine and put to the test different key subjects, comparing popular opinion and the latest management theory "spin" or "fad" versus what the science of *Influence* and data support.

## A More Contemporary View of Leadership

Leadership is not only how you use authority, but also how you use the principles of *Influence* to get people to do what you want and need them to do. *Influence Coaching and Leadership* is all about creating win-win situations that help both you and your team reach and exceed the goals that you set and desire.

**Unlock the Spectrum of Opportunity** with PRISM. We will help you maximize success of your roll-out of *Influence Coaching and Leadership*, and provide consulting and training support to maximize success of your team or organization.

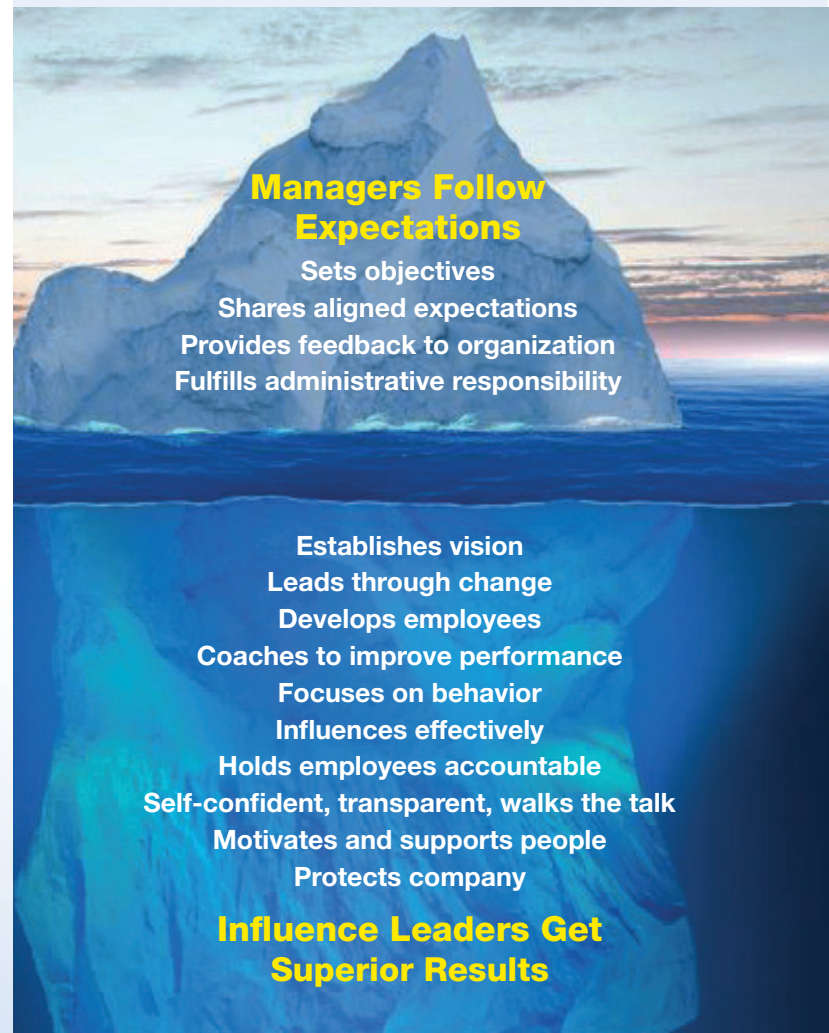
**For more information, call 855-774-7673.**

## The Pivotal Role of the Influence Coach

The most important role of a leader is to *maximize results of the people they lead and manage*. So what is the best way to do it?

- How do we develop our people to become better and more successful at what they do?
- Does just telling our teams what to do and expecting them to do it generate the most favorable results?
- How do we know our people are doing what we expect of them when we are not with them?
- How do we hold our people accountable for delivering and improving results?
- How do we keep our best employees motivated to stay with us and our company, and to continue performing at a high level?
- How do we decide when a person is no longer acceptable as a member of our team and an employee of our company?

*Influence Coaching and Leadership* was developed to provide the rationale and skill sets to answer these questions in the most effective way.



# Experience is Our Foundation, and Our Training is Based on the Science of Influence

At PRISM our business practices are based on years of experience helping organizations become more competitive and successful.

Our training is focused on the science of *Influence*, as captured in the book ***Influence: Unlock the Spectrum of Success in Your Business and Personal Life*** (© 2017), by Mike Weber.

## Live Training

### Keynote Speaker

For the largest programs we offer keynote speakers who deliver dynamic presentations on *Influence*, our core subject matter, and how it pertains to sales, marketing, account management, and leadership.



### Live Workshops

For all topics we offer live workshops led by professional moderators and subject matter experts, delivering customized workshops specific to your business needs and opportunities.

For larger projects, we recommend our train-the-trainer certification process to allow your leadership team the opportunity to conduct these programs, supported by our on-site subject matter experts at roll-out.

### Small Sessions and One-on-One Professional Mentoring

All topics can be conducted in smaller groups or via professional one-on-one coaching sessions for leaders.

## Distance Learning

### PRISM Programs Can be Conducted Using Remote Technology

While live training is usually recommended, remote training is a viable alternative when you can't get your team together or when you plan to conduct pull-through activities following live programs.

Generally we structure our remote sessions in smaller groups to maximize participation and learning. Similar to live training, our sessions are interactive and based on the principles of adult learning.

Our core remote training programs include web-based video sessions, which encompass pre-work, polling, testing, and follow-up work to pull through key learning principles.



# The PRISM Process

## 1 Discovery: Understand the Opportunity

Before your project begins, PRISM conducts a live and distance interview process with all key stakeholders. This process helps us understand the issues and opportunities your company is experiencing so that PRISM can customize our materials to best meet your company's needs.



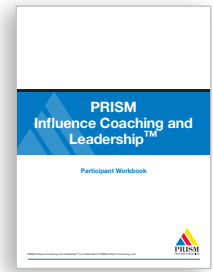
Interviews

## 2 Distance Learning: Establish the Foundation

Effective learning is a “slow and steady” process, not a “one time” single meeting or event. Our distance learning process using modules, application tools, and video/ teleconferences builds a strong baseline of content knowledge so that you can focus on application at your live meeting.



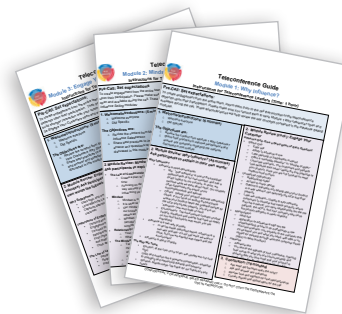
Modules



Workbook

We often utilize a train-the-trainer approach so that second-line managers have more opportunity and accountability for leading and supporting their teams throughout the learning process.

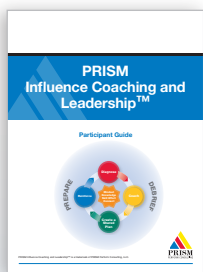
A series of teleconference and videoconference guides help your team master the principles of *Influence Coaching and Leadership* more quickly.



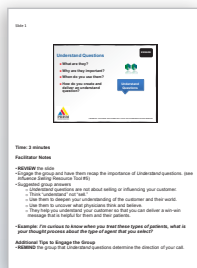
Video and Teleconference Guides

## 3 Live Meeting: Application

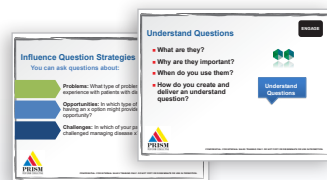
Live meetings are best utilized to build upon *application* of the *Influence* skills contained in our curriculum. To support a powerful meeting, we provide detailed leader's guides, participant guides, slide decks, posters, workshop exercise guides, mastery tips, and more. We also help you plan the most effective design of your meeting room space and offer other logistical support and advice.



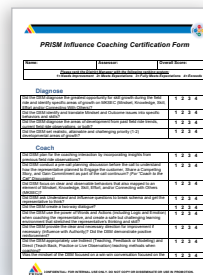
Customized Participant Guides



Customized Leader Guides



Customized Workshops



Video Coaching Case Scenarios and Certification



Posters

## 4 Pull Through: Optimize the Opportunity

Improved skill growth needs to be sustained with a steady and well-designed pull-through program. At PRISM, we have a number of tools that will support continued skill growth and application so that every participant can get on the path to mastery.

Our pull-through process includes application of exercises, tools, pocket reference guides, and other job aids.

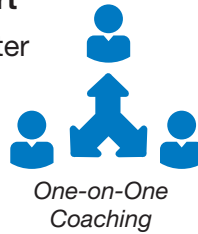


Pocket Reference Guides target all key skill areas

### One-on-One Coaching and Department Support

One-on-One Coaching Support is available to foster accelerated application and develop leaders:

- New leaders
- Experienced leaders
- Senior leaders



One-on-One Coaching

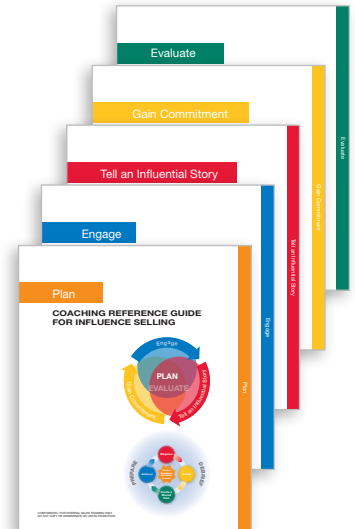
Real Case Discussions and application of the Influence Coaching and Leadership process

### Coaching Reference Guide for Influence Selling Skills

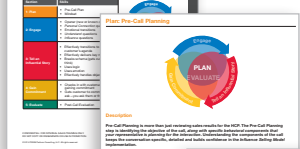
Specifically for Field Sales Managers, PRISM offers a **Coaching Reference Guide for Influence Selling Skills**, a behavioral-based tool that aligns with your competency model.

Managers can use this resource to coach to *PRISM Influence Selling* skills in the field. It is designed for the preparation and live coaching conversations with sales representatives during field rides.

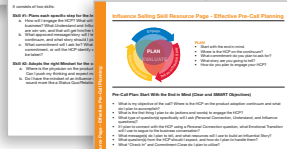
This resource can be adapted to your own selling model, or to your other custom commercial and non-commercial needs.



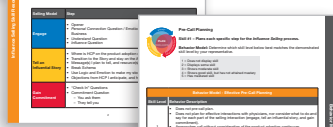
Covers coaching techniques to improve each *Influence Selling* skill set.



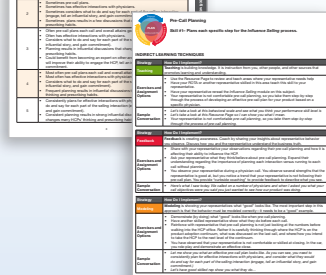
Every step of the *Influence Selling* process is clearly outlined.



Each skill section contains a resource page that describes the *Influence Selling* skill in detail.



A behavioral description of what good looks like is included for discussions with sales representatives.



Each skill section contains two pages of suggested indirect and direct coaching techniques, suggested actions and verbiage, and examples of how to leverage *Influence* and authority where necessary to improve the targeted skill.

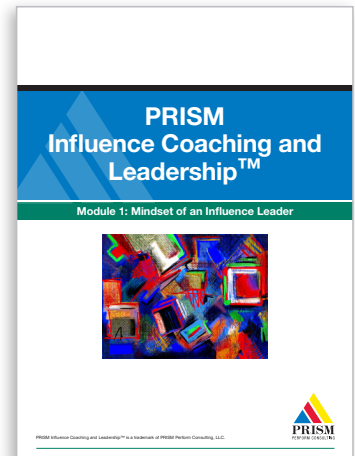
# PRISM Influence Coaching and Leadership™ Module Overview

## Module 1: Mindset of an Influence Leader

This module provides you with a top-line understanding of the importance of Mindset in the *PRISM Influence Coaching and Leadership* process.

*After reading this module, you should be able to:*

- Appreciate the scope of what leadership truly is.
- Understand the importance of coaching and leadership models and how they can help you become even more effective at what you do.
- Understand an overview of *Influence Coaching and Leadership* and learn how it is similar and different from other models.
- Have a better understanding of your leadership style as well as areas of strength and potential development.

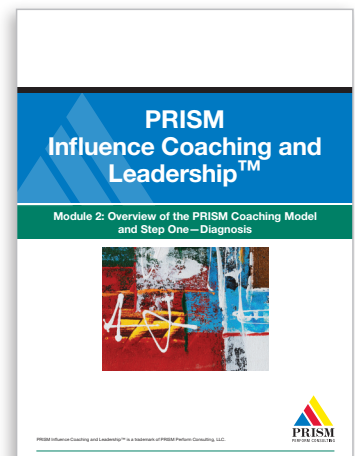


## Module 2: Overview of the PRISM Coaching Model and Step One—Diagnosis

The objectives of this module are to provide you with a top-line overview of the PRISM Influence Coaching Model, and a more in-depth understanding of step one of the model—Diagnosis.

*After reading this module, you should be able to:*

- Describe the four steps of the PRISM Influence Coaching Model.
- Develop an in-depth understanding of step one of the PRISM Influence Coaching Model—Diagnosis.
- Review and identify the key coaching opportunities that you face with each member of your team.
- Map each coaching opportunity to the MKSEC Trust Formula™.
- Prioritize development opportunities and issues for your team.
- Plan the development of your team using the PRISM Influence Coaching Model Development Grid (provided with this module.)
- Develop a better understanding of the six facets of indirect and direct behavioral coaching, and create a plan to use these techniques to further develop the skill set of your direct reports.

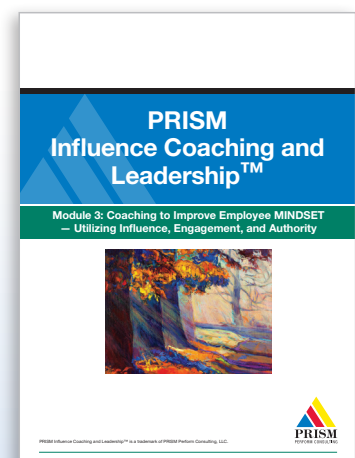


## Module 3: Coaching to Improve Employee Mindset

The objective of this module is to help you better understand how to coach to improve employee mindset-related issues. This is perhaps one of the most challenging and difficult aspects of coaching, and we will share some highly effective strategies to help you become more effective in this area.

*After reading this module, you should be able to:*

- Understand the importance and strategy of coaching to mindset-related employee issues that limit consistent high performance.



- Understand how *Influence* and authority are related, and how they can help you coach to mindset-related issues.
- Understand several strategies of how to coach to mindset-related coaching issues based on the schema pattern that you observe.

## Module 4: Influence Coaching Step Two— The Coaching Conversation

The objective of this module is to help you better understand the *PRISM Influence Coaching* approach for your coaching conversation. The coaching conversation is one of the most important aspects of coaching, since this is where you discuss the behaviors you observed so that you can coach your direct reports toward maximum possible performance.

*After reading this module, you should be able to:*

- Understand the importance of the previous modules and how they relate to planning and preparing for the *Influence Coaching* conversation.
- Have a specific understanding of the Coach in the Moment conversation with your direct reports.

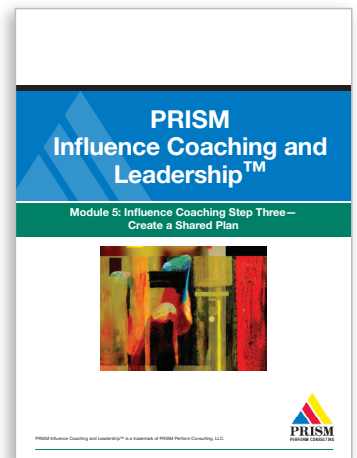
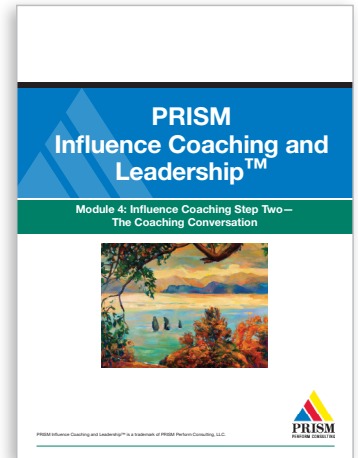
## Module 5: Influence Coaching Step Three— Create a Shared Plan

The objective of this module is to help you better understand the *PRISM Influence Coaching* approach for creating a shared plan of action with your direct reports. Specifically, in this module we discuss the importance of the Coach to the Plan summary conversation that you conduct live and during your remote coaching discussions.

The Coach to the Plan conversation is based on four steps: create a shared plan, set milestones for discussion, record the plan, and keep the discussion alive. The Coach to the Plan conversation builds on the momentum you established during your initial Coach in the Moment conversations.

*After reading this module, you should be able to:*

- Understand the importance of having a clear and actionable development and business plan for each of your direct reports.
- Understand the importance of having a shared plan with your direct reports.
- Understand the strategy for developing a shared plan.
- Understand key *Influence* techniques and their role in the coaching conversation including:
  - The importance of engaging your employees
  - The power of words and actions in your coaching conversation
  - The importance of joint commitment between you and your employees

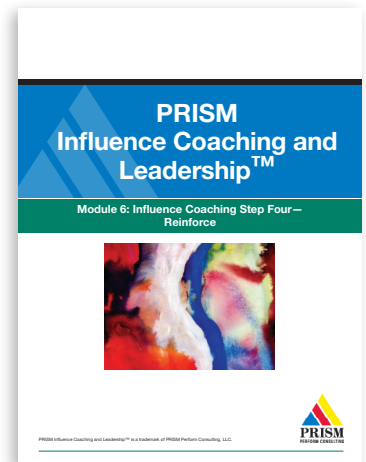


## Module 6: Influence Coaching Step Four—Reinforce

The objective of this module is to help you better understand step four of the PRISM Influence Coaching Model—Reinforce.

*In this module we will review in more detail:*

- Direct Learning - The foundation of Direct Learning, including many aspects of delivering positive and negative reinforcement, how to do it, and what to avoid.
- Indirect Learning - The principles of Indirect Learning will help you understand the “non-behavioral” aspects of behavior change, coaching, and leadership.
- A strategy for administering reinforcement - You will be introduced to the PRISM Coaching Reinforcer Tool and further your understanding of the importance of administering reinforcement remotely between live coaching conversations.

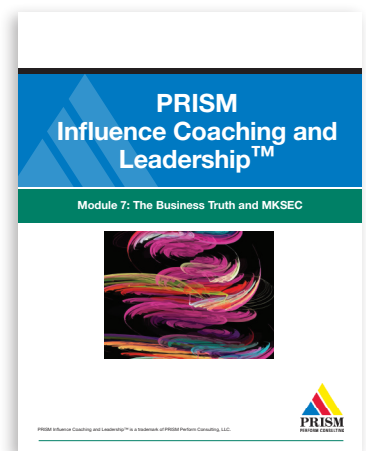


## Module 7: The Business Truth and MKSEC™

In our final introductory module of *Influence Coaching and Leadership* we will explore the MKSEC Trust Formula™ in greater detail. MKSEC™ is the foundation for *Influence Coaching*.

*We will explore important concepts including:*

- Understanding the “business truth.”
- Developing trust as a leader with your direct reports and customers.
- Understanding MKSEC™ and its specific connection to leadership and your professional and personal success.



*“You have been a driving force in helping us change the whole culture of our company...”*

- Senior Corporate Leader

*“Your program is exceptional, and the feedback from the entire leadership team has been very positive. It has been time well spent on the development of my managers.”*

- National Sales Director

*“I love to work with the PRISM team. This is a group of seasoned experienced professionals who do an outstanding job and get it right the first time.”*

- Training Director

*“Thank you for everything! We will miss our Friday calls, but rest assured that your coaching will be part of our Region finishing #1.”*

- Regional Manager

*“I wanted to provide some feedback after a few days of practice in the field with our new Influence Coaching model. As a coach, I consistently ask myself if I am leaving the person that I am coaching better than I found them. What impact did my conversation have on this person’s development? I am 100% certain that our time together will positively impact this person’s development.”*

- District Manager

*“By the end of the field ride, my sales consultant was starting to coach herself on her areas of improvement which shows me that when I leave, she will be able to continue to hone her skills effectively.”*

- District Manager