



The INFLUENCE ROADMAP® is a three-session highly interactive global webinar series that gives participants the practical tools to make influencing painless, uncomplicated, and second nature. The program is delivered in three 2-hour live webinars plus 16 ultra-short video modules, and includes three learning guides, four cases, two self-assessments, plus our complete set of tools, worksheets, and exercises. The unique combination of live facilitator-led interactive webinars, case discussions during each session, influence demonstrations, self-assessments, video modules, as well as short pre- and post-work assignments that encourage learning application to participants' own influence situations, make the skills learned in the program immediately useful. Participants come away from the program with the tools to confidently influence others even in the most difficult situations.

The INFLUENCE ROADMAP® Program Content

Part 1: Master Your Strategy

Participants learn:

- The difference between simple and strategic Influence situations and how to put the right plan in motion for each
- The 3 core elements for every influence conversation and why you can't succeed without them
- The 4 critical categories of people who matter in your influence situation and how to get them lined up strongly behind you
- Proven ways to handle tough road blockers
- 10 reasons decision makers say no and what you can do to change their minds

Part 2: Master Your Delivery

Participants learn:

- How to frame an influence conversation in advance so that the decision maker is open to what you have to say
- The 3 critical elements you must include when pitching your proposal that keep your audience fully engaged and interested throughout
- A method for guiding the conversation so that the decision maker's concerns and objections become non-issues
- How to close a discussion cleanly so that implementation is assured
- Tips and techniques to boost your influence effectiveness

Part 3: Master Yourself

Participants learn:

- How to capitalize on your 6 main sources of power to increase your influence in the organization
- Beliefs that cause you to fail as an influencer and how to turn those limiting beliefs into positive perspectives
- The simple sound-bite strategy for getting known
- Tips for how to adjust your communication so that you're seen as a person of influence
- A 3-step method for staying confident, calm, and in control when any conversation heats up or gets difficult
- Your immediate next steps as an influencer

Program Logistics and Syllabus

Program Materials: All program materials for the pre-work and post-work are accessible on The INFLUENCE ROADMAP® program website:

<http://www.leaderxpress.com/members/the-influence-roadmap/>

Links and registration information are sent to you via email. You must be logged in in order to view the program materials.

Pre-work: There is pre-work for each session which includes watching videos, reading cases, and completing assessments and exercises. These materials are accessible on The INFLUENCE ROADMAP® website, where you must be logged in in order to view.

Post-work: There are short assignments between the webinars that encourage learning application to your own influence situations. These materials are accessible on The INFLUENCE ROADMAP® website, where you must be logged in in order to view.

Webinar link, recordings, audio, and call-in numbers

- **Link:** You will receive the webinar link for the sessions two weeks before the program start and again as a reminder one day and one hour before each webinar.
- **Recordings:** The 3 webinar sessions will be recorded and the links will be posted on The INFLUENCE ROADMAP® website, where you must be logged in in order to view. You have access to these recorded webinars for 60 days post-program.
- **Audio:** All participants have the option to dial into the webinar session by phone or to use computer audio. If you choose to use your computer for audio and voice access, you **MUST** use a headset with a mic. There are two reasons for this: to eliminate the often loud echo that occurs when speaking through a computer which can distort the voice quality, and to reduce office and desk background noise that is amplified through computer audio. Since these sessions are highly interactive, it's important that participants' voices come across clearly.
- **Call-in numbers:** Our webinar service provides country-specific call-in numbers, however, not for some countries. Program participants in those countries have the option to use computer audio according to the conditions (headset and mic) above or to call into the US or neighboring country toll number. If you wish to avoid the potential for high toll charges, use your computer audio according to the conditions (headset and mic) above.

Videos: You will have access to the videos for 1 year post-program on the The INFLUENCE ROADMAP® program website, where you must be logged in in order to view.

If you are not able to attend one of the webinars: If you should miss one of the live webinars, you can review the content on your own. Each webinar is recorded and the link to the recording is posted on The INFLUENCE ROADMAP® program site. There is pre-work and post-work for each session, and you will be assigned a partner for the program for the post-work. If you miss a webinar, you will receive an email letting you know who your partner is. As long as you watch/listen to the recorded webinar soon after the session, and do the pre-and post-work, you should be on track with the class.

Part 1: Master Your Strategy

Pre-work and Videos (30-60 minutes)

- View Getting Started Videos 0.1-0.3
- Complete your Influence Assessment and Program Goal
- Read Case A and bring it to the first webinar
- View Master Your Strategy Videos 1.1-1.4 (optional)
- Review the Part 1: Master Your Strategy – Learning Guide (optional)

Webinar: Attend Webinar 1: Master Your Strategy at your scheduled time. You will receive the link via email.

Post-work (30 minutes)

- With your program partner (assigned in the first webinar), complete the Strategic Influence Plan for Case B. OMIT Questions 7 and 8 (Frame and Pitch)
- Be ready to discuss Case B at Webinar 2: Master Your Delivery

Part 2: Master Your Delivery

Pre-work and Videos (30 minutes)

- View Master Your Delivery Videos 2.1 – 2.5
- Review the Part 2: Master Your Delivery – Learning Guide (optional)

Webinar: Attend Webinar 2: Master Your Delivery at your scheduled time. You will receive the link via email.

Post-work (time varies)

- Read Case C: Elizabeth and listen to the Elizabeth and Dinesh demo/Master Your Delivery Video 2.6 so you can hear Frame It, Pitch It, Guide It, and Close It in action
- Apply one content element from either Master Your Strategy or Master Your Delivery to your work life. Let your program partner know what you have done
- Be ready to very briefly report out (highlight only) at Webinar 3: Master Yourself (if time permits) the results of the above effort

Part 3: Master Yourself

Pre-work and Videos (40-60 minutes)

- View Master Yourself Videos 3.1 – 3.5
- With your program partner, complete one item from the One-Liners sheet using the Coming Up for AIR methodology learned in Video 3.5. (You can also read about AIR in the Part 3: Master Yourself – Learning Guide.) Use the Triggers Worksheet for the exercise
- Read Case D and bring it to Webinar 3: Master Yourself
- Review the Part 3: Master Yourself – Learning Guide (optional)

Webinar: Attend Webinar 3: Master Yourself at your scheduled time. You will receive the link via email.

Post-work

- To take full advantage of Master Yourself, complete the exercises that accompany the videos: Power Assessment, Power Plan Worksheet, Sound-Bite Strategy Worksheet, Beliefs Worksheet
- Choose one influence skill to put in play each month over the next 6 months
- Email us anytime with questions: Support@LeaderXpress.com

About LeaderXpress®

At LeaderXpress® we believe that highly effective leaders are made, not born. Through our leadership and influence programs as well as our executive and leadership coaching, we have prepared thousands of leaders in 24 countries to have an immediate and lasting impact on their organizations and teams. To learn more about our work, please visit www.LeaderXpress.com/services/. To learn more about our clients, please visit www.LeaderXpress.com/clients/.

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