

# Influence and Motivate for Enhanced Productivity



Focus on: **The Manager** ☒ **The Specialist** ☐ **Spotlight Programme** ☐ **Hands-on Skills** ☒

## Course Overview

This course aims to equip managers with the essential skills and strategies to effectively influence, persuade, and motivate their individuals and teams, fostering a high-performance culture and driving improved productivity.

Course Objectives		This Course is Ideal For:	
1	Participants will: <b>identify and explain at least three core motivation theories</b> (e.g., Maslow, Herzberg, Pink) and <b>demonstrate their relevance to team productivity</b> through a written reflection.	✓	Team managers
2	<b>Apply at least four of Cialdini's principles of influence</b> in a team management scenario, as demonstrated in a role-play or case study analysis.	✓	Team supervisors
3	<b>Craft and deliver a persuasive message</b> using storytelling and data tailored to a specific audience, evaluated through a graded in-class presentation.	✓	Leaders
4	<b>Identify two personalized motivational strategies</b> for at least two different team members, justified by their behavioral profiles and motivational drivers, submitted in a written scenario plan.		
5	<b>Demonstrate strategies for influencing without formal authority</b> , including stakeholder mapping and presenting an idea to peers or senior leadership in a mock session.		
6	Create a <b>change communication plan</b> using at least one change model (e.g., Kotter, Lewin) that includes stakeholder analysis, communication strategy, and change agent roles.		

## Course Content

Day	Theme	Coverage
1	<b>Introduction to Influence, Persuasion, and Motivation</b>	<b>Module 1: Understanding the basic concepts</b> <ul style="list-style-type: none"> <li>Defining the concepts and their importance in leadership.</li> <li>The link between them and team productivity.</li> </ul>

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		<p><b>Module 2: Understanding Human Behavior &amp; Core Motivators</b></p> <ul style="list-style-type: none"> <li>• Overview of key motivation theories (e.g., Maslow, Herzberg, Pink and Self-Determination Theory).</li> <li>• Building the foundations – trust &amp; self-awareness</li> </ul> <p><b>Module 3: The Manager's Self-Awareness &amp; Authentic Leadership</b></p> <ul style="list-style-type: none"> <li>• Understanding your natural influencing style (assessment/reflection).</li> <li>• Building authenticity to inspire trust.</li> </ul> <p><b>Module 4: Establishing Trust and Psychological Safety</b></p> <ul style="list-style-type: none"> <li>• Key behaviours that build (and erode) trust.</li> <li>• Creating an environment where team members feel safe to contribute and take risks.</li> </ul>
2	<b>Mastering the Art of Influence</b>	<p><b>Module 5: Core Principles of Influence (Cialdini's Principles)</b></p> <ul style="list-style-type: none"> <li>• Reciprocity, Scarcity, Authority, Consistency, Liking, Consensus.</li> <li>• Applying these principles ethically in a management context.</li> </ul> <p><b>Module 6:</b></p> <ul style="list-style-type: none"> <li>• Examine how different sectors e.g. retail, hospitality, government use influencing techniques to increase sales and customer satisfaction</li> <li>• Activity: Analyzing case studies of effective persuasion.</li> </ul>
3	<b>Powerful communication techniques that reinforce influence</b>	<p><b>Module 7: Crafting Compelling Messages &amp; Arguments</b></p> <ul style="list-style-type: none"> <li>• Structuring your communication for impact.</li> <li>• Using storytelling and data to persuade.</li> <li>• Understanding your audience and tailoring your message.</li> </ul> <p><b>Module 8: Effective Communication Techniques for Persuasion</b></p> <ul style="list-style-type: none"> <li>• Active listening and empathetic communication.</li> <li>• Non-verbal communication and its impact.</li> <li>• Framing and reframing techniques.</li> </ul> <p><b>Module 9: Handling Objections and Resistance Constructively</b></p> <ul style="list-style-type: none"> <li>• Anticipating and addressing concerns.</li> <li>• Techniques for navigating difficult conversations and disagreements.</li> </ul>
4	<b>Strategies for Motivating Individuals and Teams for Productivity</b>	<p><b>Module 10: Individualized Motivation Strategies</b></p> <ul style="list-style-type: none"> <li>• Recognizing different motivational drivers in team members.</li> <li>• Tailoring tasks and responsibilities to individual strengths</li> <li>• The power of autonomy, mastery, and purpose.</li> </ul> <p><b>Module 11: Creating a Positive and Engaging Work Climate</b></p> <ul style="list-style-type: none"> <li>• The role of recognition in boosting morale and productivity.</li> <li>• Fostering collaboration and team cohesion.</li> <li>• Empowerment and delegation as motivational tools.</li> </ul> <p><b>Module 12: Feedback as a Motivator</b></p> <ul style="list-style-type: none"> <li>• Delivering constructive feedback that inspires growth.</li> <li>• Receiving feedback openly.</li> <li>• Creating a continuous feedback culture.</li> </ul>

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		<b>Module 13: Influencing Without Authority</b> <ul style="list-style-type: none"><li>• Influencing peers, stakeholders, and senior management.</li><li>• Building networks and alliances.</li><li>• Presenting ideas effectively to diverse audiences.</li></ul> <b>Module 14: Apply Greene’s Laws of Power</b> <ul style="list-style-type: none"><li>• Understand the most important of Greene’s 48 Laws</li><li>• Apply them to a personal or business scenario</li></ul>
5	<b>Influence and Leading Through Change</b>	<b>Module 15: Understanding Change</b> <ul style="list-style-type: none"><li>• Understanding the change process and common reactions to it.</li><li>• Communicating change effectively to gain buy-in.</li><li>• Supporting teams through transitions and maintaining productivity.</li></ul> <b>Module 16: Key features of successful transformational change and models of change</b> <ul style="list-style-type: none"><li>• Understand change by learning a range of change models<ul style="list-style-type: none"><li>○ Beckhard’s formula</li><li>○ Kotter’s principles</li><li>○ SARA model</li><li>○ Lewin’s Force Field Analysis</li></ul></li></ul> <b>Module 17: Planning a successful transformational change</b> <ul style="list-style-type: none"><li>• Plot commitment levels and shifts and actively manage them</li><li>• Draw a change stakeholder map to extend your leader influence around the change</li><li>• Develop a change communication plan for a scenario.</li><li>• Using change agents to assist in the change effort</li></ul>
<b>Course Assessment</b>		<b>Certification</b>
<b>Participants will be assessed on:</b>		Upon successful completion of the course, participants will receive a <b>Certificate of Successful Completion</b> , along with a <b>Transcript of Marks</b> showing the performance by grade in each element of assessment and overall.
Participation in sessions		
Completion of exercises & case studies		
Performance in assessments		
<b>Course Instructor</b>		
With an M.A. Honours degree and teaching and training qualifications from the UK, and over 30 years of experience in managing teams and transformational change, this speaker is now an internationally respected consultant.		