

THE INFLUENTIAL LEADER



GENTEX[®]

TRAINING CENTER



Introduction

The Influential Leader Training Course develops leaders who move people through credibility rather than authority alone. Participants examine how influence is built, how trust is earned, and how a clear message gains support across functions and levels. The programme connects persuasion, stakeholder reasoning, and ethical leadership in one practical sequence. As a result, learners gain a repeatable approach to gaining commitment without pressure. Furthermore, the course strengthens executive presence, negotiation judgement, and the resilience needed to lead where formal authority is limited.

The Influential Leader Course Objectives

- Define influence, authority, and persuasion and how they differ.
- Build personal credibility using the Trust Equation.
- Apply Cialdini's principles of persuasion responsibly and ethically.
- Map stakeholders and plan influence using power-interest grids.
- Read decision-making styles and adapt the approach to each stakeholder.
- Structure a persuasive message with the pyramid principle (Minto).
- Apply negotiation strategy with the BATNA concept and interest-based negotiation.
- Use storytelling and framing to make ideas memorable.
- Lead change with Kotter's eight steps and the ADKAR model.
- Build executive presence, active listening, and emotional intelligence.

Course Methodology

- Interactive sessions built on real influence and persuasion cases.
- Workshops on stakeholder mapping, message design, and negotiation.
- Group exercises on persuasion practice and difficult stakeholder conversations.
- Hands-on practice with the Trust Equation, pyramid principle, and BATNA preparation.

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- Simulation of a contested proposal and a cross-functional negotiation.
- Facilitator coaching and peer review on personal influence plans.

Who Should Take This Course

- Managers and leaders without formal authority over their stakeholders.
- Senior specialists influencing decisions and budgets.
- Project, programme, and transformation leaders.
- Functional leaders working across departments.
- Commercial, sales, and partnership leaders.
- Consultants and advisors who must win support for recommendations.

The Influential Leader Course Outlines

Day 1: The Foundations of Influence

- Influence, authority, power, and persuasion compared.
- Sources of personal and positional power.
- The Trust Equation: credibility, reliability, intimacy, and self-orientation.
- Character, competence, and consistency in leadership.
- Personal credibility audit and self-awareness.
- Ethical boundaries of influence and manipulation.
- Case discussion: a leader with authority but no influence.

Day 2: Understanding Stakeholders and Decision-Makers

- Stakeholder identification and power-interest grids.



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- Reading stakeholder priorities, pressures, and decision styles.
- Mapping the decision journey and who really decides.
- Building coalitions and identifying allies and blockers.
- Managing resistance through understanding, not pressure.
- Cross-cultural considerations in influence.
- Workshop: mapping stakeholders for a live proposal.

Day 3: Crafting the Persuasive Message

- The pyramid principle (Minto) for structured argument.
- Framing, reframing, and choosing the right evidence.
- Storytelling and making ideas memorable.
- Language discipline, brevity, and clarity.
- Handling objections with prepared responses.
- Adapting the message to different audiences.
- Exercise: building and delivering a persuasive case.

Day 4: Negotiation and Difficult Conversations

- Interest-based negotiation and separating positions from interests.
- BATNA, reservation value, and ZOPA preparation.
- Creating value and claiming value in negotiation.
- Managing difficult stakeholders and high-pressure conversations.
- Assertiveness, boundaries, and saying no professionally.
- Thomas-Kilmann conflict modes in influence situations.
- Simulation: negotiating a contested resource or decision.





Day 5: Presence, Change, and Leadership Influence

- Executive presence, voice, and body language.
- Active listening and emotional intelligence in influence.
- Leading change with Kotter's eight steps and the ADKAR model.
- Influencing culture and modelling standards.
- Building a personal influence network and reputation.
- Personal influence development planning.
- Capstone: presenting an influence strategy for a real objective.

Conclusion

By successfully completing The Influential Leader, participants will gain a practical command of credibility building, stakeholder mapping, persuasive messaging, and negotiation. They will acquire skills in trust building, structured persuasion, ethical negotiation, and change leadership that win commitment without pressure. Gentex Training Center designs the programme to help leaders influence with substance and integrity.

FAQs

Q1 What is the "The Influential Leader" course about?

It develops leaders who move people through credibility rather than authority alone. The course spans the foundations of influence, stakeholder and decision-maker analysis, persuasive message design, negotiation and difficult conversations, and presence, change, and leadership influence.



Q2 What are the key benefits of the "The Influential Leader" course?

You gain a repeatable approach to winning commitment without pressure. The course improves credibility and trust building, strengthens stakeholder judgement, sharpens persuasive communication, and helps leaders negotiate contested decisions while protecting relationships.

Q3 What skills will I gain from the "The Influential Leader" course?

You will develop four core skills: credibility and trust building, stakeholder mapping and coalition building, persuasive message design and delivery, and negotiation and difficult conversation handling.

Q4 What tools, methods, or standards are covered in the "The Influential Leader" course?

The course covers the Trust Equation, Cialdini's principles of persuasion, power-interest grids, decision-style analysis, the pyramid principle (Minto) for structured argument, framing and reframing techniques, storytelling for leaders, interest-based negotiation, the BATNA concept and ZOPA preparation, the Thomas-Kilmann conflict modes, active listening and emotional intelligence practice, Kotter's eight steps, and the ADKAR model.



Q5 How is the "The Influential Leader" course applied in real-world practice?

Participants apply it to real work such as winning support for a proposal without formal authority, negotiating a contested budget or resource, mapping stakeholders before a major decision, and leading a change that requires voluntary commitment. The same methods support cross-functional projects and partnership discussions.