

THE POWER OF LEADERS: MODERN ADVANCED TECHNIQUES



GENTEX[®]
TRAINING CENTER



Introduction

The Power of Leaders: Modern Advanced Techniques Training Course examines how influence works in contemporary organizations and how leaders use it responsibly at scale. Participants work through modern power sources, digital-era communication, data-informed persuasion, and the ethics of influence. The programme connects political awareness with decision science, network thinking, and accountability. As a result, learners gain advanced techniques grounded in integrity rather than manipulation. Furthermore, the course strengthens judgement, stakeholder credibility, and the resilience to hold influence without abusing it.

The Power of Leaders: Modern Advanced Techniques Course Objectives

- Analyse modern power sources, including network, information, and platform influence.
- Apply the French and Raven power taxonomy to contemporary organizational settings.
- Map formal and informal networks using social network analysis principles.
- Build influence with the Trust Equation and evidence-based credibility.
- Apply Cialdini's principles of persuasion and behavioural insight responsibly.
- Use data, framing, and narrative to make a persuasive case with the pyramid principle (Minto).
- Read stakeholders with power-interest grids and decision journey mapping.
- Negotiate with the BATNA concept and interest-based negotiation.
- Manage digital reputation, communication risk, and misinformation.
- Govern your own power with accountability, ethics, and bias awareness.

Course Methodology

- Interactive sessions built on modern influence and power cases.

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- Workshops on network mapping, evidence-based persuasion, and influence planning.
- Group exercises on digital reputation, ethics dilemmas, and coalitions.
- Hands-on practice with the Trust Equation, power-interest grids, and BATNA preparation.
- Simulation of a contested decision in a hybrid, distributed organization.
- Facilitator coaching and peer review on personal influence plans.

Who Should Take This Course

- Senior managers, directors, and heads of function.
- Leaders influencing across hybrid and distributed organizations.
- Managers navigating complex organizational politics.
- Programme, transformation, and change leaders.
- High-potential leaders preparing for broader responsibility.
- Consultants and advisors influencing senior decisions.

The Power of Leaders: Modern Advanced Techniques Course Outlines

Day 1: Modern Sources of Power and Influence

- Power, authority, influence, and politics in contemporary organizations.
- French and Raven's power taxonomy revisited: legitimacy, reward, coercion, expertise, reference.
- Network power, information power, and platform influence.
- Personal brand, visibility, and digital presence.
- Perception, credibility, and the gap between intent and impact.
- Honest self-assessment of your own power base.



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- Case discussion: influence built on visibility alone.

Day 2: Trust, Credibility, and Evidence-Based Persuasion

- The Trust Equation: credibility, reliability, intimacy, and self-orientation.
- Building credibility with evidence, data literacy, and follow-through.
- Behavioural insight and Cialdini's principles used ethically.
- Framing, anchoring, and choosing the right evidence.
- The pyramid principle (Minto) for structured argument.
- Ethical boundaries: influence versus manipulation.
- Workshop: building an evidence-based influence case.

Day 3: Networks, Coalitions, and Decision Journeys

- Formal and informal networks and how influence actually travels.
- Social network analysis principles: brokers, bridges, and isolates.
- Power-interest grids and mapping the real decision journey.
- Building coalitions, alliances, and neutral support.
- Managing resistance through understanding, not pressure.
- Cross-cultural and cross-functional influence.
- Simulation: gaining support inside a distributed network.

Day 4: Digital Era Communication and Reputation Risk

- Communicating in hybrid and asynchronous environments.
- Digital reputation, tone, and permanence of record.
- Handling misinformation, leaks, and reputational attack.



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- Managing difficult stakeholders with the Thomas-Kilmann conflict modes.
- Boundaries, assertiveness, and ethical refusals.
- Escalation, transparency, and accountability duties.
- Exercise: planning a communication response to a reputational risk.

Day 5: Governing Power and Sustaining Influence

- Power risks: hubris, isolation, bias, and unchecked behaviour.
- Countering cognitive bias in decisions about people and resources.
- Sponsorship, development, and giving power away.
- Leading change with Kotter's eight steps and the ADKAR model.
- Legacy, ethical judgement, and long-term reputation.
- Personal power and influence development planning.
- Capstone: presenting a modern influence and power plan.

Conclusion

By successfully completing The Power of Leaders: Modern Advanced Techniques, participants will gain a practical command of modern power sources, evidence-based persuasion, network influence, and reputation risk. They will acquire skills in trust building, coalition formation, digital-era communication, and accountability for their own power. Gentex Training Center designs the programme to help leaders influence with advanced technique and integrity.

FAQs





Q1 What is the "The Power of Leaders: Modern Advanced Techniques" course about?

It examines how influence works in contemporary organizations and how leaders use it responsibly at scale. The course spans modern sources of power, trust and evidence-based persuasion, networks and coalitions, digital-era communication and reputation risk, and governing power over time.

Q2 What are the key benefits of the "The Power of Leaders: Modern Advanced Techniques" course?

You gain advanced techniques grounded in integrity rather than manipulation. The course improves evidence-based persuasion, strengthens network and coalition building, sharpens reputation risk judgement, and helps you use influence credibly in hybrid and distributed settings.

Q3 What skills will I gain from the "The Power of Leaders: Modern Advanced Techniques" course?

You will develop four core skills: modern power and network influence analysis, evidence-based persuasion and credibility building, coalition building and decision journey mapping, and digital reputation risk with ethical accountability.



Q4 What tools, methods, or standards are covered in the "The Power of Leaders: Modern Advanced Techniques" course?

The course covers the French and Raven power taxonomy, the Trust Equation, Cialdini's principles of persuasion and behavioural insight, social network analysis principles (brokers, bridges, isolates), power-interest grids and decision journey mapping, the pyramid principle (Minto), framing and anchoring techniques, the BATNA concept and interest-based negotiation, the Thomas-Kilmann conflict modes, digital reputation and misinformation handling practice, bias countermeasures, Kotter's eight steps, and the ADKAR model.

Q5 How is the "The Power of Leaders: Modern Advanced Techniques" course applied in real-world practice?

Participants apply it to real work such as building support for a proposal across a distributed network, preparing an evidence-based case for a senior committee, responding to a reputational risk, and working through a political blockage to a decision. The same methods support board communication and sponsorship decisions.