

TiC The Influence Company

EVERYTHING ABOUT

Positive Power and Influence[®] Programme

The Influence Company, **Bureau Zuidema**

IN SHORT

Approach situations differently and reach your goals effectively!

Why do you seem unable to reach your goals in certain situations? Is it the way you approach the situation? Could you, for instance, use a more confident stance or a tad more empathy regarding the other? How do you foster support for your plans, sway others towards your point of view, and ensure your opinion is heard? They all require influence! In the Positive Power and Influence® Programme, you discover in what way your current behaviour affects others. Plus, you'll find out what happens when you turn things around and use a different strategy.

Focus on your personal learning goals and practice influence situations that are relevant to you.

The Positive Power and Influence® Programme is about you. The programme gives you insight into your own influence behaviour. By giving you specific tools and theory and by using an intensive feedback loop, you'll learn to flexibly switch between different types of influence behaviours. This way, you'll get the most out of every situation and you'll reach your personal goals much easier. Make your plans and ambitions a reality! Positive Power and Influence, a skill for life!

- ✓ The most successful behavioural training available
- ✓ Be more effective and learn a fundamental skill for life
- ✓ Clear insights: learn to understand yourself and others better



Get practical tools to be more effective

*“Completely effective,
from personal and
professional point of view.”*

- Davide Bocciardo, R&D Engineer

Combination of proven theory and lots of practise



Analysing current influence behaviour

By doing a thorough assessment and receiving personal feedback, you will discover which influence styles are natural to you and which could be developed more strongly.

Breaking behavioural patterns

During the training, we'll take the first steps into breaking behavioural patterns. What is holding you back? You will learn new behaviour through the Influence Model® and will practice intensively with cases from your personal work situation.

Understanding & recognizing influence behaviour

You will learn to recognize influence behaviour in others through the Influence Model®. It will provide you with specific tools to effectively and easily apply different influence styles.

Continuous feedback loop

During the training days, you will receive ample time to experiment with new behaviour. You will receive an abundance of feedback and will be able to exchange experiences with your peers. This way, you'll quickly own your newly learned behaviour.

RESULT FOR YOU

You will know how to approach every situation the right way



The Positive Power and Influence[®] Programme teaches you to be flexible in your influence behaviour. You understand every situation requires a different approach, focused on the goal or the person you're talking to. You own your new influencing skills and, after the training, you're able to make a real difference.

- ✓ Insight into your behaviour and that of others around you
- ✓ You can be firm without hurting the other party
- ✓ You can handle conflicts and resistance from others efficiently
- ✓ You're able to effectively state what you want and what results you expect
- ✓ You're able to persuade others of your plans
- ✓ You create enthusiasm and get others on board with your vision or idea
- ✓ You will learn all levels of the The Influence Model[®]; level 1 - Influence Energy, level 2 - Influence Style and level 3 - Influence Behaviour.



**For professionals
wanting to reach
their goals
successfully**

***“I am sure this is going to be an
inflexion point on my private and
professional life.”***

- Alvaro Torres Centellas, Purchasing Manager

FOR WHOM

Learn with and from other professionals

You're at that stage where you want to present yourself, your ideas or proposals optimally. You notice that working well with others is crucial in doing so and want to gain more insight in your own behaviour and that of your clients and colleagues. You're able to examine yourself critically.

This programme helps you to increase your personal effectiveness and influence, while at the same time it helps you strengthening relationships with others.

In 2018 alumni rated the programme with an 8,9 out of 10



Increase your personal impact

“This training exceeded my expectations on all levels, it was indeed a life changing event.”

- Anna Soporek, Portfolio Manager and
Head of Portfolio

Structure Positive Power and Influence[®] Programme - 5 days

The Positive Power and Influence[®] Programme is a blended training programme, designed to enable you to work on your influencing skills in a very intensive way. As the director of your own learning outcomes, you define your own learning objectives, the content of your personal programme and how far you want to step outside your comfort zone to achieve the result you are looking for.

What does the blended programme involve?

Step 1. Personal intake

Step 2. ISQ (Influence Style Questionnaire)

Step 3. Training days

Step 4. 28-day programme with performance tools

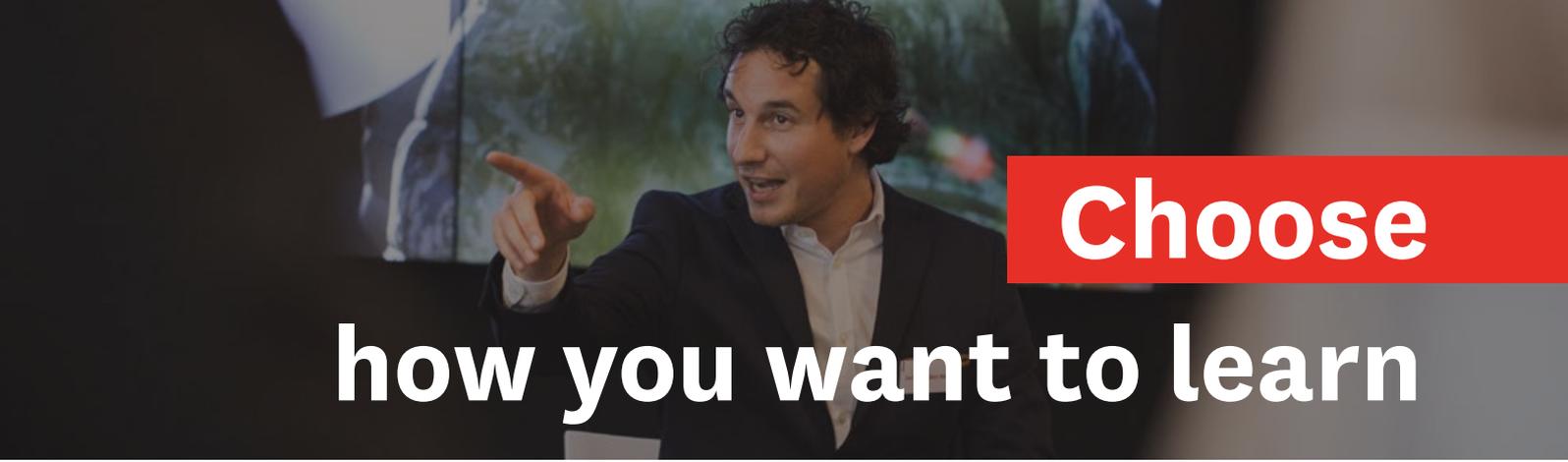
Step 5. Application in practice

Step 1 & 2: Start of the programme

One month before the training days, you receive an invitation to your personal profile in the Influence Hub[®], our online learning platform. In the Influence Hub[®], you start the programme by filling in the Influence Style Questionnaire (ISQ), a 360 degree feedback assessment that maps your current influence behaviour. You invite at most seven other people (colleagues, friends and family) to fill in the ISQ for you. You analyse the first results in the ISQ graph and you fill in your Personal Intake to clarify your personal learning objectives.

Step 3: Training days

Welcome to the world of influence. This is an intensive training programme in which you examine your own behaviour and that of your co-participants. The training is about influence, behaviour, constant feedback and practise, practise, practise. During the training days, attention will be devoted to making contact, building a safe learning environment and creating the right conditions for learning.



Choose

how you want to learn

Topics during the training days

Day 1

On the first day you will get to know the group, the facilitator(s) and the programme. You will start with an assessment exercise, in which you deploy and discuss your preferred influence behaviour. This is followed by a theoretical discussion of the Influence Model[®]. You will then complete an assessment of your own influence behaviour and translate this into specific learning objectives.

Day 2

Then you will explore the power of different influencing styles based on the Influence Model[®] and learn to deploy these effectively using short role plays and other exercises.

Day 3

Next up is putting together a set of exercises that are relevant to you. This could include one-to-one discussions, meeting exercises or group exercises. You will then actively tackle these exercises designed to help you achieve your learning objectives.

Day 4

You decide how far you want to step outside your comfort zone during the exercises. In this way you will further refine your understanding of effective influencing behaviour and learn to switch between the different influencing styles.

Day 5

On the last day you will work on your Critical Influence Situation (CIS). This is an influence situation, related to practice, that is important for you and which you can apply in the near future in your work situation. The CIS provides you with a foothold and helps you apply what you have learned in the course in practice.

Step 4: The 28-day programme

You return to your day-to-day work practice where you consciously work on your learning objectives and the personal exercises you set out for yourself at the end of the programme. Over the next weeks you are able to actively use the Influence Hub® for your evaluation and the impact assessment. We will also support you with various job aids and performance tools.

Step 5: Application in practice

Now its up to you to keep on using your newly acquired skills in your daily life. Of course you are still able to actively use the Influencen Hub® and the various job aids.





Change
is a challenge

“The course is very useful and hands on.”

- Amy Tran, Market Risk Officer

ABOUT US

We are The Influence Company

TIC is the sole licensor for the Positive Power and Influence® Programme (PPIP) and the Influence Model® for the EMEA Region. With TIC and our partner licensors in the US and in Asia, we are able to make PPI® Programme available in 40 countries and in 17 languages.

Our aim is to develop positive influencing skills in as many people as possible.

Our Positive Power and Influence® Programme has been running for more than 40 years. Over 300,000 people have participated in this effective programme, and more people are enrolling still, every day.

- **Why?** Influential people have more impact on others in a positive way.
- **How?** By enriching our expertise and sharing it with everyone, for them to discover, learn and use the power of positive influence.
- **What?** Using blended training programmes, digital performance tools and sharing knowledge via social media.

It's rather noteworthy, being officially renowned

Not only do we want the best for you, we want the best for our organisation. For years, we've been acknowledged by a diverse range of institutions. The examinations necessary for these acknowledgements keep us sharp in running our business.

[Read more about our certificates](#)