

The Influence Imperative

Sharpen your personal influencing for success

Australian workplaces are complex, riddled with ambiguity and uncertainty. Change is constant! In these conditions, people must confidently exercise influence to maximise the value of their contribution and help others do the same. Yet, there is clear evidence that influence is being used ineffectively in many places and, in some, misused or abused. Enhanced ability to influence (and help others to influence better) is a game changer for gender balance initiatives specifically and the focus on diversity more generally. Effective influence also has a positive impact on many aspects of organisational performance and health.

Personal Influence at Work: Diversity Perspectives Research Briefing (Oct 2011)

Program Benefits

- Harness powerful insights about how your brain works to influence others more effectively.
- Develop potent strategies that equip you to confidently counter workplace 'blockers' and also boost influencing more generally.
- Influence with confidence and without ethical/moral concerns.
- Identify key sources of personal influence at work that you'll harness for success.
- Learn how to exercise influence even when you don't have the formal authority.
- Bring and work on your current influencing challenges and by the end of the day you'll have many fresh ideas that you will be able to immediately put into action.
- Network and share and learn from others who have a similar interest in influencing effectively.

Program Focus

- Understand how your brain is wired for influence from the latest neuroscience research.
- Differentiate between influencing and manipulating.
- Reflect on the impact that influencing has on different components of your everyday work and what you can do differently to be more influential, including with groups.
- Use a range of practical, step-by-step influencing frameworks and tools to enhance the way you influence in future.
- Understand how to address important 'What's In It For Me' considerations when you're looking to influence others.
- Plan 'next steps' to converting your learning into beneficial actions!

"Good for people who think they aren't very good at influencing, as well as a refresher for those who are more confident."

Penny Webb-Smart, Head of Domestic Payables & Receivables, Commonwealth Bank

"High-quality, evidence-based learning that also develops networking in a convivial environment."

Marie Irwin, Group Manager – ER and Diversity, Caltex

"Reflection and strategy rolled into one!"

Simon Griffiths, Project Manager, Santos

"Inspiring. Like the practical and theory intertwined. Very well done. Well referenced."

Sylvia Vagg, Manager Educational Development, National Centre for Dairy Education Australia

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EXPERT PRESENTERS – UNIQUE PERSPECTIVE

Dr Margaret Byrne



Margaret has a BA and MA from Oxford, and postgraduate qualifications in adult learning from Bristol University. In 2005, she completed her PhD, exploring how leadership potential is identified in meetings, including meetings involving

Australians working in Asia.

Margaret holds three awards for innovation in the design of executive development and change management programs. She is known for the way she balances intellectual rigour with a passion for practical outcomes that make a measurable difference to leaders and their organisations.

Margaret has worked extensively in countries outside Australia. She is a qualified and highly experienced executive coach. In 2007, Margaret was a winner of the Telstra Business Women's Awards in the Corporate Sector Category and a National Finalist.

As well as consulting across the region, Margaret conducts research, particularly in the area she's passionate about: international meetings where counterparts from different national cultures must work together to solve problems and make decisions. Three of Margaret's films on this topic have been shown six times now on Australian television.

Dr Grant Robertson



Grant was Research Leader of the groundbreaking influencing study conducted in Australian organisations in mid-2011. The study shows a fresh way to tackle the issue of gender imbalance and diversity more generally.

He has a PhD in leadership, having focussed his thesis on distributed leadership. He also holds an MBA and Master of Electronic Commerce, and initially completed a Bachelor of Social Science, as well as an Honours Degree in Psychology.

His capacity to solve problems from a multi-disciplinary perspective, drawn from his diverse business experience, is a key strength that Grant brings to client assignments. This capacity is particularly valuable to UGM's active research program as well as to the many clients who rely on UGM to accurately diagnose and address organisational health and performance challenges. These regularly include a cultural dimension.

Grant was born in South Africa, where he held a wide range of positions in the corporate, public and education sectors. In each, he envisioned, championed and led strategic projects that resulted in significant organisational change. He is also deeply interested in strategic thinking and complexity and consults in these fields.

“Very good program that clearly identifies steps on how to influence others and what you need to think about /prepare for, before you have the conversation / meeting.”

Belinda Smith, Client Adviser, UBS Wealth Management

“Lots of great practical tools, tips and examples to make an immediate impact in my work.”

*Deborah Holtham, Managing Principal,
UXC Consulting*

“Valuable information presented with expertise. Highly recommended.”

*Chris Uren, Manager Library Services Delivery, Dept.
Treasury & Finance Victoria*

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