

## INFLUENCING THE INFLUENTIAL – 1 DAY WORKSHOP

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Let's face it: being simultaneously credible, confident, and compelling when communicating with high-level decision makers can be daunting—regardless of your background or previous experience. Achieving success boils down to **ABC<sup>2</sup>D®**—the formula for improving your outcomes with the influential: **A**lways **B**e **C**onscious of **C**-Suite **D**ecision Styles.

In this workshop, we'll explore C-Suite decision styles (think: CEO, CFO, COO, etc.) which are based on valid, proven research. Examining the styles helps us plan effective approaches for managing your communications, relationships, and the dynamics with these influential types – and all those in-between! Imagine: being confident and in-command each time you attempt to influence.

### WORKSHOP OBJECTIVES:

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- Explore decision making styles of high-level leaders
- Apply the **ABC<sup>2</sup>D** to your high-impact situations
- Get coaching and feedback to refine behaviors and approaches
- Establish a realistic strategy for ongoing application of **ABC<sup>2</sup>D** and continued success as an influencer

### PAYOFF

Confidence, comfort, and credibility when communicating to influence.

### WHO SHOULD ATTEND?

Anyone impacted by the opinion and/or influence of others more “senior”

**Project Managers** – For increased cooperation across matrix

**Team Leaders** – For improved communications and buy-in

**Function Leaders** – For a compelling and confident presence

### AVAILABILITY & PRICE

Contact: [getgrayson@stbworkshops.com](mailto:getgrayson@stbworkshops.com)

OR CALL: (860) 888-5868