



Fundamental Influence Programme



MAKE REAL PROGRESS
Development & Coaching

DEVELOPING INFLUENCE

Whether you're a new leader, a technical expert or simply focussed on doing your job brilliantly, developing your influence and impact brings huge benefits to you and the company you work for.

You'll leave with the ability to land messages clearly and assertively, whilst building relationships and trust.

Our previous delegates tell us they've more confidence in their approach and still put the framework into practise many months and years after they've completed the programme.

We've taught variations of these approaches for over 15 years to a broad range of companies and individuals - all the time refining our tools, techniques and knowledge. And we know they work!



ABOUT THE PROGRAMME

Our fundamental programme is run either over one whole day face to face, or two half days virtually.

We first focus on the Make Real Progress 6-part influence model and key techniques. These will be role modelled and brought to life - and then participants get chance to put 3 of them into practise over the whole programme.

The 3 that we focus on will be determined from the results of the pre-workshop questionnaire to establish where the participants need to focus most.

Over the programme, we consider the 4 cornerstones of influence. The combination of the cornerstones and the techniques provide you with a brilliant toolkit to increase your influence and impact.

We finish with a focus on your own personal influence challenges, creating a strategy to move forward.



4 CORNERSTONES

The research behind the programme is wide-ranging but then simplified down into a couple of key frameworks to help participants get crystal clear on what they need to focus on. The first framework focusses us on the 4 cornerstones of influence and impact:



1) Knowing the range of styles and tactics available to us; understanding their value, their purpose and how to use them productively with positive intent



2) Noticing the impact we have on others. We work to become aware of our blind-spots and confidence levels. We hear when our inner-critic speaks, and choose whether or not to listen



3) Focussing on the needs and perspectives of others. Discovering how we can work with them, rather than against them, and partner / collaborate effectively



4) Paying attention to the situation we are working in, the cultural norms and expectations. We challenge where appropriate, dependent on the specific context

6 INFLUENCE STYLES

The second framework focusses us on on 3 different modes of influence: Assert, Build and Create. Each of these is further broken down into 2 styles.

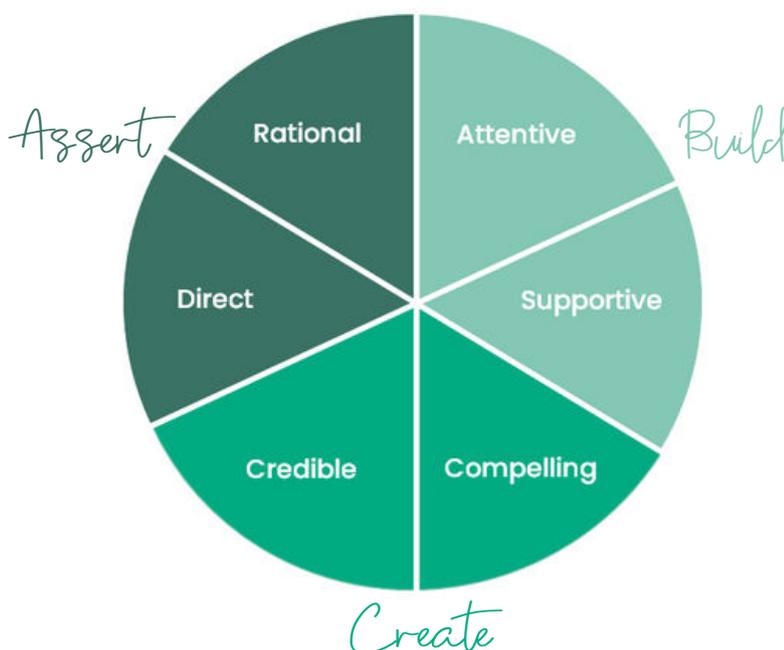
With each of the 6 styles, we:

- Role model them for you, and share exactly how to bring them to life
- Discuss what productive vs non productive use of the styles might look and feel like

And then on this programme, we'll put 3 of the styles into practise and get feedback from others

We'll focus on the ones that you need most support with according to your views and the questionnaire results.

Read more about the ABC modes on the next pages:



1. ASSERT YOURSELF

When we're in ASSERT mode, we are usually focussed on our own agenda, what we need others to do. We want to get compliance.

If we spend *too much* time in this mode, we risk losing it's specific power and we don't build the longer term commitment we need for most of our working relationships to be successful.

ASSERT styles delivered productively are seen as highly persuasive. ASSERT styles delivered unproductively are seen as aggressive.

It's best to use ASSERT when:

- We're short of time
- We want to be clear
- We need to advocate for a specific way forward
- There are consequences if action isn't taken
- We need to share the rationale for a recommendation



2. BUILD RELATIONSHIPS

When we're in BUILD mode, we are on the other person's agenda. This is where we get commitment from stakeholders.

If we don't spend enough time in this mode, we risk losing opportunity to build the connection, trust and understanding we need for most of our working relationships to be successful.

BUILD styles delivered productively are seen as highly responsive. BUILD styles delivered unproductively are seen as passive.

It's best to use BUILD when:

- We want to truly partner with stakeholders in the business
- We want to build trust quickly
- The other person is using Assert and we're in a conflict position
- We want longer term influence
- We want the other person to feel seen & heard



3. CREATE IMPACT

When we're in CREATE mode, we are on either person's agenda - or both! - and we want to draw people towards us through what we say & how we say it.

If we don't spend enough time in this mode, we risk the opportunity to engage with both hearts and minds.

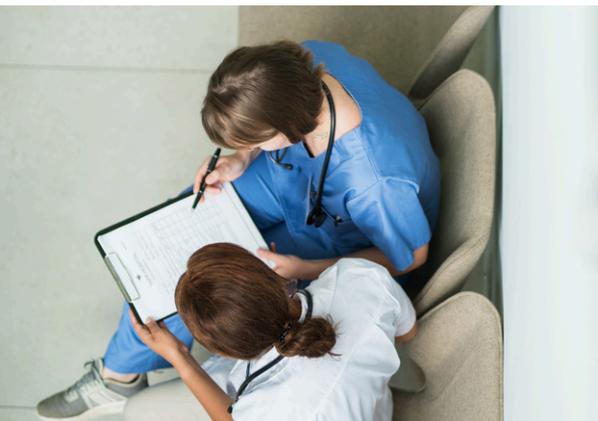
CREATE styles delivered productively are seen as highly impactful.
CREATE styles delivered unproductively are seen as arrogant.

It's best to use CREATE when:

- We want to be viewed as either the credible expert or compelling in what we say
- We're passionate and enthusiastic about a topic or a way forward and want to evoke that in others OR
- We're highly knowledgeable and well informed
- We can help people to make connections between other people or things



PRE-WORKSHOP QUESTIONNAIRE



Before the workshop starts, we ask all participants to gather feedback from colleagues, direct reports, manager and stakeholders using our questionnaire.

The exact number of people to ask is less important than finding the **right** people. These are people whose views are important to participants succeeding in their role, know them well enough to give a view and that are trusted to give an honest opinion.

We ask all participants to come ready to share their results: which styles they need to focus on more, and with who.

In this fundamental programme, we'll use the results to decide which 3 styles we focus on

Please note, we cover an overview of all of the styles, but we don't have time on THIS programme for everyone to focus on all 6. We cover all 6 styles on our FULL programme which is 2 days Face to Face or 4 half days virtually.

In addition to the input on the programme content, we also include these key components to create a real behaviour shift

Practise ...

Some of the words, phrases and techniques we cover will be outside of participants' comfort zone. We know this is the case, but that's how we make progress! We'll still encourage everyone to give them a go and try them on like a new pair of shoes.

All the techniques genuinely make a difference, and can be modified to different situations. Delegates can also expect to challenge their thinking - some of our strongest reactions are based on subconscious patterns, or stories we've told ourselves.

Feedback ...

Self awareness is a core component of productive influencing. If we don't hear honestly where we can make a change, we remain unaware. We observe as many delegates as possible in action, as will fellow participants. All feedback will be given with the intent to help fine-tune skills.

We establish the challenge levels of our participants. Some people like a bucket full of feedback "tell me everything!" others find that overwhelming and want to know "just one thing right now". Whatever their preference is, we'll all agree to work with that.

Coaching ...

There will be opportunity to work with other participants to give and get coaching in participants' own particular influence challenges. By including this aspect, participants get to embed the learning more fully as they focus on perspectives and experiences outside of their own. This broadens thinking and builds skillsets.

Some organisations choose to select additional 1-1 coaching from the Make Real Progress team. If you'd like to consider this option, just let us know.

TESTIMONIALS

I thoroughly enjoyed the influencing programme and have learnt lots of new great techniques to add to my toolbox! In terms of the Imposterism, it's not there. After some great self-reflection, questioning my actions and really focussing on my purpose and outcomes this has gone. My focus now is building further on my professional development and owning this.

On a separate note, you were fab! I was really attracted to your confidence and the manner in which the programme was facilitated by you quite seamlessly. In the spirit of 'Modelling Excellence', I definitely took some learnings from you.

Savita Kudhail - Head of HR

I just wanted to take the time to thank you for the Influencing programme. I'm already interested in psychology but I still learned things and found your content was really, really great; a condensed, clear and practical guide. The slides and supporting material are excellent and your presentation, engagement and examples are top notch.

I still away with more insight than I arrived with and some new things to try out - so thank you. I'd be happy to recommend you to anyone.

Jim Hobday - Technical Lead

The pace and content of the programme were just right. Going into enough depth, without being rushed. I felt like I was being really stretched, which is what I wanted.

I started using several of the techniques during the programme with success. I found the examples of words to use to be particularly helpful. I definitely benefitted from putting it all into practise - as it's only then when you realise what you find difficult or when you're going to get tongue tied. Would recommend to others!

Kerry Hampson - Senior Finance Business Partner

I attended the Influencing programme and I was really impressed by the range of content that was covered during the sessions and how knowledgeable Katy and Emma are.

The programme has just enough balance of theory and practical. It's rare for me to be able to retain information from a course several weeks later, but I've found that I'm continuing to remember and practise the techniques from the programme.

I would have no hesitation in recommending the programme to others, I can definitely feel the difference!

I have also been fortunate enough to be a recipient of Katy's coaching and her skill as a coach is immediately evident, both in terms of the ways she listens and reflects back and also in the thought provoking questions she asks. I came away feeling energised and equipped with lots of ideas and solutions and I'd strongly recommend Katy as a coach.

Anna Titmus - Head of HR

I'd highly recommend this programme to others. I've found it so useful to understand the use of different techniques and how you can use them in different scenarios with different stakeholders. I've used several techniques and feel much more confident. I've also shared some techniques to help colleagues.

By having the programme spread over a number of weeks, we've been able to embed, try things out and clarify how I could tackle conversations differently.

Elise Elliott - People Team Lead

INVESTMENT OPTIONS

Our pricing options are all incredible value for money and the in-house options offer considerable savings for you per head. Each programme option includes the training, the questionnaire, recommended reading and watching plus a PDF workbook for each participant. Pricing excludes cost of venue, refreshments, meals & travel

FULL Influencing programme run in-house for 2 days, or 4 half days virtually with up to 12 delegates:

£2800 + VAT

Just £233 per head if you fill all 12 spaces available!

FUNDAMENTAL Influencing programme run in-house for 1 day, or 2 half days virtually with up to 12 delegates:

£1600 + VAT

Just £133 per head if you fill all 12 spaces available!

OPEN Influencing programme run for 4 half days virtually. Cost per delegate:

£695 + VAT

Pricing for bespoke programmes, additional facilitators and additional 1-1 coaching available on request.

HOW TO WORK WITH US

SEND AN EMAIL

For more information you're welcome to send an email, or book in a free and totally no obligation call to explore your needs.

BOOK A CALL

We can be flexible with your group sizes by adding additional facilitators

We can be flexible with your dates, as we work with a range of trusted associates

We can be flexible on the content, by bespokeing to your specific context

About Make Real Progress Ltd

Make Real Progress is a development and coaching company, specialising in: leadership, influence and communication. MRP exists to develop professionals and leaders in their careers with the help of simple, clear guidance and toolkits.

In addition to the Influencing Programme, they offer:

- a range of high quality virtual workshops that have real impact
- coaching for individuals and teams
- bespoke development according to need

Make Real Progress was founded by Katy Walton, who has 25 years experience working in-house for large corporates as a development and coaching specialist. She qualified as a coach through World renowned Barefoot coaching.

She's a Professional Certified Coach through the International Coaching Federation, holds a Post Graduate Certificate in Business and Personal Coaching and is a certified Team Coach.

In addition to Katy, MRP has a number of high quality, highly experienced associates who work with corporate clients to deliver core workshops, bespoke development projects and coaching.



Katy has run Influence programmes to a wide range of individuals, companies and sectors over the years and loves seeing the immediate difference it can make to people's performance and ultimately their careers and their whole lives.

Lets Connect

Make Real Progress

Development and Coaching for people
leaders and business professionals

