

HOW TO USE INFLUENCE AS A LEADERSHIP TOOL

Do you like to take orders? Probably not – not many people do. People who get ordered around all day tend to shut down, stop thinking, do just enough to get by and become passive or, worse, actively undermine management and its direction.

On the other hand, people enthusiastically support ideas and directions they help create.

This simple truth is the essence of the paradigm shift from management to leadership. It is also at the heart of Dale Carnegie's landmark work, *How to Win Friends and Influence People*. In a nutshell he said leadership is all about influencing your people's attitudes and behavior: Making people glad to do what you want.

Now you can learn to use Dale Carnegie's proven ways to influence people and outcomes at *How to Use Influence as a Leadership Tool*. This dynamic two-day seminar will show you how to

- Use your credibility to create influence
- Get buy in for your ideas
- Build strong relationships up, down, and across the organization
- Win respect and cooperation

Today's leaders create a shared vision and get results by influencing employees to their way of thinking. Now you can acquire this essential skill for success in just two days at *How to Use Influence as a Leadership Tool*. Register today.

LEARN HOW TO

- Use Dale Carnegie's twelve ways to win people to your way of thinking
- Build a collaborative work environment
- Sell your ideas
- Develop "ownership" to get results
- Substitute questions for direct orders
- Influence outcomes – even if you're not in charge
- Improve communication across functions
- Excel as a consensus builder
- Influence people to follow you
- Use Dale Carnegie's nine ways to change attitudes
- Make people glad to do what you want to do

WHO SHOULD ATTEND

Managers, supervisors, project leaders – everyone who needs to create buy in and ownership in order to get results through others.



For more information
or to register, visit us at
www.dalecarnegie.com