



# Influencing Skills

## Growth Through Learning

In today's competitive and dynamic healthcare climate, it is critical to develop leadership skills to help team members reach their full potential. Our goal at Philips Healthcare is to train tomorrow's healthcare leaders today and provide support across all levels of the healthcare continuum.

### **Philips Leadership Excellence - PLE103**

Organizational resources are scarcer than ever and people are under increasing pressure to get things done even when they lack the authority or positional power to "make it happen." Fortunately, there has been great progress discovering and implementing a variety of psychological techniques to influence without authority.

Participants in this course learn and apply well-established influence and persuasion research from Cialdini, Cohen & Bradford, and others to common workplace situations. These well-tested practical techniques can be applied to everyday situations where positive influence is the best way to get things done.

Participants also explore how their existing influence strategy preferences impact their effectiveness. They then use this self-awareness to develop strategies for adapting their approach to increase rapport, improve communication and build relationships. Throughout this highly interactive course participants will apply the theories and models to relevant job-related situations. Participants learn how to build better trust and rapport with others so that they can collectively achieve successful outcomes.

## Influencing Skills (PLE103)



### Course objectives.

Upon completion of this course, the participant will increase their ability to:

- Strengthen rapport and develop genuine relationships to expand their circle of influence
- Apply research-based influence strategies to ethically create mutually beneficial outcomes
- Recognize others' needs and the elements present in their environment (i.e. demands of the job/role)
- Support others in getting their needs met while also meeting their own
- Build trust, as part of the effective way to influence
- Achieve results without positional authority
- Adapt communication approaches to be more effective with others
- Recognize common barriers to influencing others and create plans to overcome them
- Use different influence models when situations call for a more nuanced or comprehensive approach

### Participants Receive

- Workbook/reference manual
- Opportunities to practice methodology and immediately transfer application into the workplace

### Faculty

Training Edge Facilitator  
Philips clinical service specialist

### Locations

Course may be held in Philips central locations in Alpharetta, Georgia; Bothell, Washington; and Cleveland, Ohio. Other locations may be offered.



### For more information

Contact a Philips ultrasound clinical services coordinator at 800-522-7022 and visit our education catalog at

[www.learningconnection.philips.com/ultrasound](http://www.learningconnection.philips.com/ultrasound)

