

Speak to be Heard: Influencing Others to Take Action

Session Details

Faculty:	Ms. Stacey Hanke	Date:	Thursday, November 07, 2019
Location:	Federal Reserve Plaza 600 Atlantic Avenue Boston, MA	Sign In:	8:30 AM
Phone:	(617) 973-3000	Session:	9:00 AM - 4:00 PM

Session Description

Stacey Hanke will help you eliminate the static that plagues communicative delivery - to persuade, sell your ideas, motivate and influence others to act on what you have to say. She will explain the positive actions you can take to increase your impact and value to your peers, clients and teams. This highly interactive session will show you how to immediately implement the influence skills and techniques you learn to your day-to-day conversations. (NOTE: Participants should bring a smartphone or iPad with them to the session.)

Biography

Stacey Hanke is co-author of the book *Yes You Can! Everything You Need From A To Z To Influence Others To Take Action*. Her second book, *Influence Redefined*, was released as an IMS Book of the Month in early 2017. Stacey is founder of Stacey Hanke Inc. She has trained over 15,000 people to rid themselves of bad body language habits and choose words wisely. She has delivered over 500 presentations for business leaders in the financial industry to the healthcare industry to government and everyone in between. Her client list is vast from Coca-Cola, Kohls, United States Army, Navy and Air Force, Leo Burnett, Nationwide, University of Chicago, Novartis, GE, General Mills, Blue Cross Blue Shield and Cardinal Health. In addition to her client list, she has been the Emcee for Tedx. She has inspired thousands as a featured guest on media outlets including; The NY Times, SmartMoney magazine, Business Week, Lifetime Network, Chicago WGN and WLS-AM.

Guide to Participant Selection

Department	Admin	Distrub	Engr	Finc	H.R.	Legal	Mktng	IT	Or	Plng	Pchsg	R&D	Sales
Senior Executive (Pres. Exec & Sr VP)	3	3	3	3	3	3	3	3	3	3	3	3	3
Executive (VP & Gen'l Mgr)	3	3	2	2	2	3	2	3	3	2	2	2	2
Senior Managers (Div & Reg. Mgrs)	3	3	1	1	2	1	2	1	1	2	2	1	1
Middle Managers & Superintendents	1	1	1	1	1	1	1	1	1	1	1	1	1

Time Allocation - Topics

40% Influence Skills (For all communication mediums)

- Reputation Management; see yourself as others see you. Are you as good-or bad as you think you are when you communicate with influence?
- Communicate a compelling message that keeps your listener engaged and influences them to take action: verbal, non-verbal and written.
- Project confidence and credibility; build trust to be heard and understood.
- Communicate concise and consistent messages to clearly manage expectations and minimize miscommunication across cultures.
- Identify how your delivery as a team impacts your message and clients experience.
- Consciously and deliberately communicate in a way that influences others to take action.
- Identify how your ability to influence impacts client relationships and the value you deliver.
- Deliver a message your listener wants to receive, not only what you want them to hear. (We will work with a listener analysis to identify who your listeners are and why your message would be important to them.)

30% Identifying Your Message

- Establish a framework with logical structure for reaching a call to action.
- Deliver your strategy to clearly communicate your story and purpose.
- Implement the Communication Quick Start™ to position your message for presentations, meetings, emails, virtual and face-to-face conversations.
- From preparation, delivery to follow up, succinctly communicate your value proposition based on your listeners needs.
- Strategically insert visual aids to increase listener understanding and add impact to your message.
- Identify when the message needs to be focused on you rather than the visual aid.

10% Managing Challenging Conversations

- Handle objections and questions-and-answers with credibility, confidence and authority.
- Manage personality styles, culture and distractions to stay on track, manage time and build listener trust.

15% Holding yourself accountable You will:

- Be asked to complete an action plan to hold yourself accountable for your development.
- Receive tools to aid in your development.
- Receive a copy of your video recorded exercises.

5% Video-Recorded Exercises

- Video-recorded exercises incorporated throughout the workshop to increase awareness, practice and apply the skills that are taught. (Exercises will be specific to your real-world situations.)

Focus

Primary - Leadership Development

Executive Development, Communicating with Influence, Effective Presentations

Secondary - Planning/Organizing

Evaluating Alternative Solutions, Developing Specific Plans

Tertiary - Executing/Controlling/Evaluating

Direction

Level

Introductory

Intermediate

Advanced

FOR REGISTRATIONS PLEASE CONTACT: **Jay Bennett**

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