



Speak to be Heard: Influencing Others to Take Action

Session Details

Faculty:	Stacey Hanke	Date:	Friday, March 27, 2020
Location:	Overland Park Convention Center 6000 College Blvd, Overland Park, KS 66211	Sign In:	8:30 AM
Phone:	913.339.3000	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 author of two books; Influence Redefined... the Leader You Were Meant to Be, Monday to Monday and Yes You Can! Everything You Need to Know From A to Z to Influence Others To Take Action. Her books provide practical and immediate skills and techniques that have given thousands the ability to enhance their influence Monday to Monday. Stacey has presented to thousands of leaders, helping them to persuade, sell, influence and communicate face-to-face with a clear message. Through her work Stacey gives executives what has been described as the "greatest gift of all" - to see themselves as others see them.

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.

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 accountableYou 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.)

FOR REGISTRATIONS PLEASE CONTACT: **Brendan Dowd**
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