

Influence + Impact in the NEW NORMAL



Description

Hone your ability to influence! Influencing is a critical skill leaders need for success and is the most requested topic we work on with leaders. And now in the *New Normal*, engaging people (through empathy) is key to cutting through complexity to both rethink priorities and to successfully go from idea-to-innovation.

In this mini-workshop and fireside chat, Sue Bethanis, CEO of Mariposa Leadership, will share real work examples from her experience as an executive coach in Silicon Valley. She has seen a lot over the last 24 years — both upturns and downturns, and now, the tremendous impact of COVID-19. Given the *New Normal*, she believes we need to reframe how we influence others to get to mutual goals. This will require a heightened attention to listening and understanding other's priorities, consulting with them to rethink new possibilities, and demonstrating the courage and conviction to inspire action.

Outcomes

What does this entail?

- **Strong empathy and rapport skills:** It has never been more important than now to tune into where your colleagues and customers are at. Where are they at emotionally? What is most important to them? What *problem* are you trying to solve *with* them?
- **Strong brainstorming and prototyping skills:** What are the myriad of *solutions* you can generate with your colleagues and customers? Understanding and applying divergent thinking (generating masses of ideas) and convergent thinking (distilling and thematizing ideas) is a super helpful influencing tool. And deciding which ideas to put into action (prototyping), getting feedback, and iterating is key to be able to go from idea-to-innovation.
- **Strong executive presence:** How do you best balance warmth with conviction (your POV)? How do you best demonstrate confidence with grace? How do you inspire with courage?
- **Effective decision-making:** Based on Cialdini's *HBR* article, *Harnessing the Science of Persuasion*, how do you use his six principles (Reciprocity, Likability, Authority, Social Proof, Consistency, Scarcity) to influence colleague and customer decision-making and sell your story?