

DIGITAL PROGRAM

MAXIMIZING YOUR INFLUENCE AND PERSUASION

Observe, learn, and practice proven research-based influence techniques to drive change among diverse stakeholders and get things done without relying on formal authority.

10 Jan. - 4 Feb. 2022

M | MICHIGAN ROSS

TOP 10 GLOBAL PROVIDER

—*Financial Times*, 2020

MAXIMIZING YOUR INFLUENCE AND PERSUASION

Being effective at influencing diverse stakeholders is a critical component of being an effective leader.

You influence others when you drive change, present your ideas to your superiors or peers, negotiate a deal, or sell your products or services. In many situations, the reach of your formal authority — your job rank and title — is limited. The reach of formal authority is becoming even more limited in contemporary organizations, which are flatter, more cross-functional, and increasingly populated by generations who are less receptive to formal titles.

This course will allow you to achieve leadership development in a way that is more effective, less expensive, and automatically leads to organizational improvement. And, because it is in an online format, you can easily make it available to your team or organization so that they, too, can be more effective leaders.

WHO SHOULD ATTEND?

- Leaders at all levels and functions
- Employees in customer-facing, boundary-spanning, and cross-functional roles
- People seeking a unique, sustainable leadership development experience
- Teams seeking extraordinary results due to enhanced influence

WHAT SETS THIS PROGRAM APART

- Watch, learn, practice, and receive feedback on over 30 evidence-based influence techniques with a unique online simulation.
- Flexible content delivery allows you to complete the course at your pace and schedule.
- High-quality learning from your peers through group discussions.
- Take-away course influence toolkit to develop effective influence habits.
- Learn from a Financial Times Top 3 global open enrollment executive education provider.

KEY BENEFITS

- Become a more effective leader within your organization
- Exert influence in situations when you do not have formal authority
- Acquire concrete skills to maximize your influence with superiors and peers, as well as customers and external partners
- Learn how to protect yourself from the unwanted influence of others

REGISTER TODAY »

THE PROGRAM STRUCTURE

This four-week online course features a proprietary simulation developed by renowned Ross faculty, Professor Maxim Sytch. This simulation is designed to give you a robust and highly personalized learning experience. The program also allows you time to reflect on and apply influence techniques.

WEEK
1

VALIDATION, PROCESS AND FRAMING

- Learn how to establish authority and validate your ideas, as well as structure discussion and decision procedures to maximize influence.
- Understand how to effectively frame your arguments and how to counter unwanted influence.

WEEK
2

ARGUMENT AND DELIVERY, RELATING TO YOUR AUDIENCE

- Learn how to deliver persuasive and memorable arguments, relate to your audience, and leverage non-verbal influence techniques.
- Practice applying influence skills in situational challenges.

WEEK
3

BUILD AND LEVERAGE RELATIONSHIPS FOR SUSTAINED INFLUENCE

- Learn how to build and leverage relationships for sustained influence and navigate stakeholder power in driving initiatives.
- Navigate the challenges of influence and building relationships in face-to-face and remote (digitally mediated) scenarios.

WEEK
4

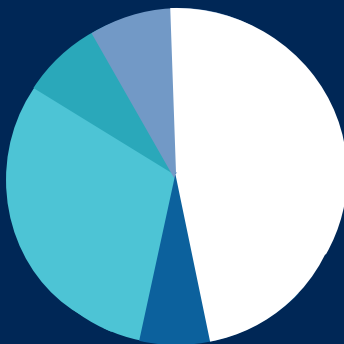
DEVELOP EFFECTIVE INFLUENCE HABITS

- Learn from the best practices of leaders and develop skills to practice ethical influence.
- Develop lasting influence habits.

TIME COMMITMENT

Duration: 4 weeks

Weekly Coursework: 4-6 hours/week



- 40%** Asynchronous instruction
- 30%** Activity/simulation
- 10%** Individual work
- 10%** Reflection work
- 10%** Group Discussions



THE EXPERT

MAXIM SYTCH

Professor Sytch is an Associate Professor and a Michael R. and Mary Kay Hallman Fellow in the Management and Organizations Department at Michigan Ross. Selected as one of the “40 Best Business Professors Under 40 in the World” by Poets & Quants, Professor Sytch is an expert on leadership, strategy, and organizational issues.

Professor Sytch’s recent research focuses on how leaders get things done by leveraging networks and influence within and across organizational boundaries. His work has been published in leading practitioner and academic outlets, including Harvard Business Review, California Management Review, Sloan Management Review, Wall Street Journal, Administrative Science Quarterly, Academy of Management Journal, and Organization Science. His research has won the Best Paper award from the Academy of Management and was covered by Reuters, Inc.com, Huffington Post, Xinhua, and HKIHRM. Professor Sytch serves as the Associate Editor of the Administrative Science Quarterly, a flagship journal for organizational research.

Professor Sytch won the Ross Executive Education Teaching Impact Award for open enrollment programs and advises and speaks to corporations worldwide. Examples of his recent engagements include Amazon, BASF, Bank of America, Bank Mandiri, Bosch, KPMG, Morgan Stanley, National Football League, National Intelligence Community, Oracle, Schneider Electric, Toyota, and Unum. Professor Sytch holds a PhD from the Kellogg School of Management at Northwestern University, where he was also a lecturer within the Management and Organizations Department.

**#1 FACULTY IN
OPEN ENROLLMENT
PROGRAMS**

—Financial Times, 2020



THE UNIVERSITY OF MICHIGAN

Founded in 1817, University of Michigan is one of the first public universities in the U.S. The University of Michigan is one of only two public institutions in the U.S. consistently ranked in the top ten and has more than 100 top-ranked graduate programs. U-M maintains a global presence including initiatives in Southeast Asia, Brazil, the Middle East, India, and China.

MICHIGAN ROSS

Founded in 1924, the Stephen M. Ross School of Business at the University of Michigan is committed to building a better world through business. Through powerful ideas, purpose-driven leaders, and positive impact, we use business to make a meaningful difference in the world. Our unique approach focuses on action-based learning and interdisciplinary, team-oriented situations.

As a general management institution, Michigan Ross has earned acclaim for academic excellence: Approximately 230 faculty members research, consult and teach in all areas of business.

EXECUTIVE EDUCATION

Michigan Ross offers 30+ diverse open enrollment offerings in multiple formats and numerous custom programs annually, serving more than 4,000 executives. Ross delivers open enrollment programs around the globe and custom programs wherever our partners request.

Executive Education has been named a Top 10 global provider by the *Financial Times* for the past five years fueled by excellence in our unique course design, renowned faculty, and participants reporting new skills and learning to impact personal and organizational performance.

No matter your business challenge or strategic priority, Michigan Ross can be your partner in success. We'll help take your organization's leaders to the next level as they collaborate with world-class faculty who are adept at translating academic work into effective business practices. Our hands-on, action-based approach helps identify organizational goals and immediately apply proven concepts to your everyday work.

Open Enrollment Programs

Whether you're an organization working to enhance your leadership pipeline or an individual seeking to advance your career, Michigan Ross Executive Education offers a variety of programs to satisfy your needs.

EXPLORE »

Custom Online Programs

Michigan Ross collaborates with organizations around the world to translate their goals into successful, immersive digital learning experiences.

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UPCOMING

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TUITION

PROFESSIONAL PACKAGE

\$1,200_{US}

EXECUTIVE PACKAGE

\$2,000_{US}

- Tuition covers access to the course content, simulation, and related activities.
- Professional Package pricing is \$1,200. Upon completion of the course (including simulation), you will receive an assessment that evaluates your scores in influence and persuasion. You can also compare yourself with other members in your cohort.
- Upgrade to Executive Package for \$800. In addition to the self-assessment detailed in the Professional Package pricing, experience personalized feedback from Professor Maxim Sytch to review your individual influence and persuasion assessment scores. You will also have a **one-hour live coaching session with Professor Sytch** to better understand the meaning behind your scores and to answer any questions that you have around influence and persuasion.
- Program registration closes five business days prior to the program start date. The fee must be paid in full in US dollars (net of any tax) before access to the course platform can be granted.
- See our website for our Cancellation, Transfer & Substitution Policy

FOR MORE INFORMATION, CONTACT:

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