

EXECUTIVE EDUCATION

# THE POWER OF PERSUASION

*Drive change and influence stakeholders with essential persuasion techniques.*

## Strategies for Professional Impact

You influence others by driving change, presenting your ideas to your superiors or peers, negotiating a deal, or selling 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 more effectively, less expensively, and automatically leads to organizational improvement. The online format of this program allows for easy accessibility for you, your team, or anyone else in your organization looking to be more effective leaders.

“*This course gives you the tools to be heard in your work, no matter your role. I am less stressed at work. I feel I have a better connection with people, especially those who differ from me in many fundamental ways.*”

**James DiGiacinto**  
Charter Steel

### KEY BENEFITS

- › **Earn the Recognition You Deserve:** Become a more effective leader within your organization.
- › **Learn How to Exert Your Influence:** Especially in situations where you lack formal authority.
- › **Acquire Concrete Skills of Persuasion:** Maximize your influence with superiors, peers, customers, and external partners.
- › **Avoid Imprudent Influencers:** Protect yourself from the unwanted influence of others.

### DATES\*

Core Program: 25 Aug - 22 Sept 2025  
Executive Package: 25 Aug - 22 Sept 2025  
(optional)

### FORMAT

Online

### PROGRAM FEES\*

Core Program: \$2,000 US  
Executive Package: +\$800 US (optional)  
Total fees for both programs: \$2,800 US

### CREDENTIAL

This course is part of the Accelerated Management Development Certificate Program. For more information, visit [michiganross.umich.edu/AMDCP](https://michiganross.umich.edu/AMDCP). Visit the website to see additional credentials.

### WHO SHOULD ATTEND

- › Leaders at all levels and function.
- › 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.



## PROGRAM STRUCTURE<sup>^</sup>

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	WEEK 2	WEEK 3	WEEK 4
<b>Validation, Process and Framing</b> <ul style="list-style-type: none"> <li>› Learn how to establish authority and validate your ideas, as well as structure discussion and decision procedures to maximize influence</li> <li>› Understand how to effectively frame your arguments and how to counter unwanted influence</li> </ul>	<b>Argument and Delivery, Relating to Your Audience</b> <ul style="list-style-type: none"> <li>› Learn how to deliver persuasive and memorable arguments, relate to your audience, and leverage non-verbal influence techniques</li> <li>› Practice applying influence skills in situational challenges</li> </ul>	<b>Build and Leverage Relationships for Sustained Influence</b> <ul style="list-style-type: none"> <li>› Learn how to build and leverage relationships for sustained influence and navigate stakeholder power in driving initiatives</li> <li>› Navigate the challenges of influence and building relationships in the face-to-face and remote (digitally mediated) scenarios</li> </ul>	<b>Develop Effective Influence Habits</b> <ul style="list-style-type: none"> <li>› Learn from the best practices of leaders and develop skills to practice ethical influence</li> <li>› Develop lasting influence habits</li> </ul>

## THE EXPERT

Learn from the same faculty who teach in our highly-ranked degree programs. See the website for additional details.



**Maxim Sytch**

Professor of Management and Organizations

## PROFESSIONAL PACKAGE CORE PROGRAM

Pricing is \$2,000. Upon completing the core course and simulation, you will receive an assessment evaluating your Influence and Persuasion scores. You can also compare yourself with other members of your cohort.

## EXECUTIVE PACKAGE

Pricing is \$2,000 (Core Program) + \$800 (Executive Package). In addition to the self-assessment detailed in the Core Program, you have the option to add a personalized feedback experience with Professor Sytch to review your individual Influence and Persuasion assessment scores. You will also have a one-hour live 1 on 1 coaching session to better understand your scores' meaning and answer any questions about influence and persuasion. **The Executive Package is taken in tandem with the Core Program, and registration must be approved. Availability is limited.** For more details concerning the Executive Package, please contact [RossExecEd@umich.edu](mailto:RossExecEd@umich.edu).

## TIME COMMITMENT

- › **Duration:** 4 weeks
- › **Weekly Coursework:** 4 - 6 hours/week
- › **Format:** Asynchronous sessions

**9.5/10**

OVERALL SATISFACTION  
SCORE FOR OPEN PROGRAMS  
– Financial Times, 2024

## ▶ REGISTER TODAY!

For more information, contact:

734-763-1000

[RossExecEd@umich.edu](mailto:RossExecEd@umich.edu)

[michiganross.umich.edu/mip](https://michiganross.umich.edu/mip)

<sup>\*</sup>Dates and program fees are subject to change. Check the website for the most current program details.

<sup>^</sup>This sample schedule is meant to be representative of the program structure and content. Timing and session topics are subject to change. Visit the website for the most up-to-date information.

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