

Internal Influencing for Results

Patricia Seabright



Patricia is an expert on selling influencing, presenting and communication particularly in sales and commercial environments. She has run her own consulting and training business for 8 years. During that time she has developed and honed programmes in the areas of sales, communication, negotiation, strategic influencing, and presentation skills. She has worked with clients ranging from Global corporations to new start ups.

Her expertise is founded on a successful career in sales management with some of the top global companies such as Coca-Cola and Procter and Gamble in the UK.

Her style is highly inter-active and challenging and places a great emphasis on practical applications of programme concepts.

Programme Outline

Today's organisations are complex, often international, matrix managed organisations. To be successful individuals need to be able to influence well internally, to bring people on board with ideas and projects, to gain support and resources from other functions remote colleagues and management. However, in large and complex organisations, this is often easier said than done! Many professionals, despite being extremely skilled in their core areas of expertise, struggle to operate effectively at a broader business and organisational level.

Internal Influencing is a programme that helps people develop their ability to influence internally, and to grow their organisational savvy, in order to be more effective for themselves and their departments and therefore ultimately the whole organisation.

Programme Topics

- **Raise self-awareness**
 - Using the DISC behavioural profiling system to understand more about your own and others communication and influencing style
- **Challenge limiting paradigms**
 - Challenge the negative “baggage” around organisational politics, power & networking that causes people to disengage
- **Organisational politics**
 - Learn how to identify political tactics, how to discern between positive and negative tactics and how to navigate your ideas successfully through the politics within an organisation
- **Power**
 - Understand the different sources of power, identify others who are powerful and develop your own power and capacity
- **Networking**
 - Build the network of colleagues who are ready, willing, and able to help move ideas forward
 - Learn to approach people in ways that minimise friction, and maximise credibility and results
- **5 Step process for implementing ideas / plans**
 - Use a 5-step influencing process for getting ideas implemented.