

About the Course

The Professional Academy Diploma in Influencing without Authority is designed to address the changing dynamics of modern organisations, which often operate in agile formats with diverse teams and less reliance on traditional authority structures.

This comprehensive course equips learners with the skills and techniques to influence others, even without formal authority, in order to gain support for their ideas and achieve their goals. Through an exploration of key principles of influence, participants will learn how to effectively apply them in practical, real-world scenarios. The course also emphasises the role of emotional intelligence in influencing others and highlights how one's own emotional intelligence impacts their ability to influence effectively.

Ideal learners for this course are driven individuals who recognise the importance of effective collaboration and want to expand their knowledge of influencing strategies. Whether you are looking to advance your career in team leadership or project management, or simply seeking to refine your influencing skills, this course provides the essential knowledge and tools for achieving success within the dynamic landscape of modern organisations.

Entry Requirements

This course is suited to all professionals who want to develop their influence and persuasion skills. No prior experience in this field is necessary, however learners should be able to demonstrate a clear interest in the subject and how it may benefit them personally and professionally.

Learning Outcomes

On completion of this course, learners will be able to:

- Describe and differentiate between the concepts of influence, persuasion, power and authority.
- Demonstrate influence strategies for gaining support and promoting collaboration.
- Use your emotional intelligence to contribute to your success when influencing others.
- Explain and apply the key principles of influencing in practice.
- Design a strategy to help you to influence others to gain their support and bring them around to your way of thinking.

Course Structure

- **Live Online Part-time:** One evening per week; 6:30pm to 9:30pm for 10 weeks
 - Scheduled classes: 30 hours
 - Self-study: 30 hour
 - Assignment: 15 hours

Course Breakdown

Module	Overview	Topics/Area Covered
1. The concepts of influence, persuasion, authority and power in today's organisation	<p>This unit will define the key concepts of influence, persuasion, authority and power.</p> <p>It will set out how organisation structures are less reliant on traditional hierarchical structures with greater need for collaboration and support within and between teams across organisations.</p>	<ul style="list-style-type: none"> • What to expect from this course • Explain and define Influence and Persuasion • Explain and define authority and power • Why are influencing skills so important in today's organisation? • A look at some great influencers
2. Emotional Intelligence, Communication Skills, Powerful Words	<p>Learn about emotional intelligence and how to develop self-awareness as well as better awareness of others.</p> <p>Outline the role of emotional intelligence in influencing others.</p> <p>Overview of communication skills and getting the fundamentals right.</p> <p>Introduce some powerful words to influence and persuade.</p>	<ul style="list-style-type: none"> • Introduce the concept of emotional intelligence • Introduce a basic tool to assess your own emotional intelligence and consider implications for influencing others • Explore the area of communication skills, listening, active listening, importance of verbal and written skills
3. Reciprocation, Commitment and Consistency	<p>Learn the concept of reciprocation and its powerful impact supported by examples.</p> <p>Outline the role of commitment and consistency in human behaviour and the impact on the area of influence.</p> <p>The class will consider the practical application of these principles in today's organisations.</p>	<ul style="list-style-type: none"> • Define the principle of reciprocation • Outline the various facets of reciprocation, the pitfalls and defences • Outline the commitment and consistency principles in human behaviour and the key role in the area of influence
4. Social Proof, Unity & Social Influencers	<p>Learn about the concept of social proof and the concept of unity in the context of influencing.</p> <p>Consider how social influencers get their power.</p> <p>Set out some key concepts in social influencing which are transferable to influence in day-to-day behaviour in organisations.</p>	<ul style="list-style-type: none"> • Define the principle of social proof • Set out the impact of unity on being influential in situations • Explore scenarios of both social proof and unity • Define what we mean by social influencer • Set out the tools of social influence that are

		applicable in today's organisation
5. Being in Authority v Being an Authority	<p>Learn about the meaning of authority. Describe how influential people in authority can be with the use of examples.</p> <p>Set out what it means to be 'an' authority and the numerous ways an individual can be deemed 'an' authority by a group</p> <p>Examples will be used to highlight the difference in the two concepts and the high impact being 'an' authority has on the individual's ability to influence others</p>	<ul style="list-style-type: none"> ● Define authority ● Outline what it means to be in authority ● Outline what it means to be an authority ● How to develop yourself as 'an' authority in your group/organisation ● How to utilise the influential aspects of being 'an' authority
6. Likeability, Relationships and Networks	<p>Learn about the role of likeability in influence.</p> <p>Consider approaches to moving the dial on likeability through developing relationships.</p> <p>Explore how growing your network can impact your influence abilities in a group or organisation setting.</p>	<ul style="list-style-type: none"> ● Describe the principle of likeability ● Explore what makes an individual likeable ● Discuss examples of likeability impacting on influence ● Outline concepts on how to move the dial on likeability ● Explore how to develop a network to enhance your ability to influence
7. Principles for building a successful rapport with anyone	<p>Introduce the concept of building rapport.</p> <p>Overview of 5 ways to build rapport and practice in class.</p> <p>Outline the relationship between rapport and influence.</p>	<ul style="list-style-type: none"> ● Define rapport ● Describe techniques that can be used to help build rapport ● Why rapport is important and its direct impact on the area of influence
8. Scarcity, Short cut decision making in a fast-paced context	<p>Learn about the principle of scarcity as an influential factor.</p> <p>Consider the fast pace we operate in and how we use shortcuts to assist decision making. Discuss key examples of shortcuts in decision making.</p> <p>Learn about the relationship between 'short-cut' decision making and influence.</p>	<ul style="list-style-type: none"> ● Outline the 'scarcity' principle ● Set out cases of the scarcity principle in action in a range of situations of influence ● Describe the fast-paced context in life, organisation and in human behaviour terms ● What 'short-cut' decision making is and why this is

		important in the context of influencing.
9. Dealing with Resistance, Negotiation	<p>Learn what resistance to influence attempts looks like. The class will explore possible reasons for resistance.</p> <p>Learn some key steps to overcome resistance.</p> <p>Outline what a negotiation is and consider when to use a negotiating approach.</p> <p>Set out the key aspects of negotiation and the concept of 'getting to yes'.</p>	<ul style="list-style-type: none"> ● Define resistance in the context of influence ● Develop the classes understanding of the reasons for resistance ● Overview of how to anticipate resistance and overcome it ● Introduce the concept of influence and persuading in the area of negotiation ● Explore the key aspects of negotiation and how to improve your ability to 'get to yes'
10. Putting it all together, Course summary	<p>Influencing and manipulation, ethical considerations.</p> <p>Overview of the key principles of influence and their practical application.</p> <p>Use of examples to highlight how the use of a combination of these principles can deliver more success.</p>	<ul style="list-style-type: none"> ● When does influence become manipulation, know your ethical position? ● Outline the core aspects of influence and how the combination of a number of techniques will deliver greater success. ● Reinforce the importance of practice, practice, practice to embed a new approach.

Course Assessments

Assessed Component	Weighting	Deadline
Reflective Practice Report	40%	Final week of course
Final Report (approx. 3,000 words)	60%	2 weeks after course completion

In the Reflective Practice Report, each learner will outline an account of how they put into practice several key pieces of learning covered within the course. The practical account may relate to a work, hobby or home situation.

The Final Report should be approx. 3000 words and will bring together the practical application of several of the principles of influence in a given scenario. Students will be asked to submit their proposed scenario for approval no later than week 5 of the course.