

Influencing Skills

A one day workshop for data insight and business intelligence professionals

Workshop Overview

“Data Analysis has no commercial value unless the decision makers receiving it are able to act upon it.”

Steve Hulmes, Workshop Leader

Influencing Skills

Overview



What is it?

A workshop designed at helping data analysts and business intelligence professionals to understand and apply the fundamental principles that will enable them to exert greater influence over their customers and the organisation's decision makers. The workshop has been jointly developed by Selina Monk-Simson, a qualified business psychologist and Steve Hulmes of Sophic.

What is the objective of the workshop?

The workshop will give the delegates an understanding of six well researched principals that underpin effective influencing – principals that are used consciously or subconsciously everyday by colleagues, friends and family in order to improve their own influence over others. Understanding these principals enables the delegates to then consciously apply appropriate techniques to apply in their own situations in order to help them become more influential – for example, in order to deliver more persuasive arguments when 'selling in' ideas or if workload management is a challenge, the techniques can be used to become more effective in negotiating realistic deadlines for their work.

Who is it for?

Whilst the principals are applicable to any audience the workshop has been tailored specifically for the analytical community. It's content is relevant for all levels of analyst, from junior technical roles to more senior consultants - anyone who's responsibility it is to provide the organisation's decision makers with information and analysis. Typical relevant job roles are Insight Analysts, Statistical Modellers, Risk/Credit Analysts, BI Analysts. MI analysts and Financial Analysts

What's covered?

The workshop covers the six established principals of Reciprocity, Liking, Consensus, Authority, Consistency and Scarcity and how these principals in conjunction with effective Framing and Anchoring can improve an analyst's influence over internal and external customers. The workshop is very practical and examples are provided and exercises are undertaken so the learning experience is maximised. In the last session of the workshop, the delegates work together, using the six principals, to develop practical strategies in order to improve the outcomes of a particular issue or challenge where they feel they need to be able to exert greater influence.

Where is it?

Privately hosted workshops can be run on-site at your place of work for up to 10 delegates. Alternatively, you can secure a place on one of the scheduled public workshops listed on the website.

Who is the facilitator?

Qualified business psychologist Selina Monk-Simson or Steve Hulmes, Sophic director, would be the workshop trainer/facilitator. Both have extensive experience in leading and delivering employee development workshops/courses.

What are the fees?

The standard rates for securing a place on a public workshop are £445+vat including all materials and refreshments. There are discounts available for block bookings. Alternatively if there are several of you within your organisation who may benefit from attending the workshop you could save over 40% on fees by hosting a private workshop at or near your place of work for up to 10 delegates for a flat fee. Please call or email for a quote.

"Really good/interesting. Makes you think about your actions/behaviours a lot more. Will be able to apply this to your everyday life."

Analyst, Swinton Insurance

"Interesting and useful. Will take away some principles to apply and now more aware of principles. The video clips were very good."

Analyst, Swinton Insurance