

# INFLUENCER

STRATEGIES FOR LEADING CHANGE

influencer

## THE STRATEGIC LEADERSHIP PERSPECTIVE

**18-19 November 2024 (2-day Session)**

- Web: [www.teamsynthesis.com](http://www.teamsynthesis.com)
- Email: [plcsecretariat@teamsynthesis.com](mailto:plcsecretariat@teamsynthesis.com)

- Tel: (230) 465 0048
- Fax: (230) 454 6730

Venue: The African Leadership Centre, Quatre Bornes

Team SYNthesis (Mauritius & Africa) Ltd is pleased to invite you to attend a high calibre course in influencing change, the most important success differentiator in changing the business (CTB). This course aims at empowering the Leaders, Managers and all those involved in Strategic Initiatives with the skills needed to build high performance teams that can drive initiatives to successful completion and obtain the desired outcome.

Influencer Training is ideal for teams and organizations looking to overcome profound, persistent, and resistant problems. The training provides leaders with the skills to develop an effective and comprehensive influence strategy.

Recognition



**TRAINING PRODUCT OF THE YEAR**

“Even if just a handful of employees implementing these practices, an organization can experience enormous change.” - [Human Resource Executive Magazine](#)

# About the INFLUENCER Training

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## **About INFLUENCER**

"Influencer Training provides proven strategies for leaders to uproot entrenched habits and execute change initiatives in teams and entire organizations".

The truth is, we all need to be better influencers. Hardly a day passes that we do not try to influence ourselves or others to do something different. We do our best to motivate employees to demonstrate more concern for profitability. We struggle to enable our teams to complete projects on time and on budget. In summary, we continually work on ways to exert our influence, but we regularly fall short.

In fact, in spite of the fact that we are routinely trying to help ourselves and others alter behavior, few of us can articulate a model of what it takes to do so. It is time this changed. By drawing from the skills of many of the world's best change agents and combining them with five decades of social-science research, Influencer Training cre-

## **Are you frustrated by failed change efforts?**

Do you experience resistant and persistent personal, team or organizational problems? Now, after years of research and numerous case studies from influence masters around the world, We bring you the ideal combination of strategies and skills designed to help create positive, lasting change

## **How Influencer Training can help you:**

- Successfully lead change initiatives in your organization.
- Transform corporate culture
- Reduce errors and project failures
- Diagnose the real causes behind problems and create real solutions
- Influence across the organization—with or without formal authority.

## Discover the Six Sources of Influence

One of the most common mistakes people make in identifying the root of a problem is assuming there is only one cause. We also commonly assume there is only one solution. Research has revealed that people who employ all six personal, social, and structural influence strategies are ten times more likely to achieve desired outcomes than those who use only one or two.

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## **What to Expect from Influencer Training?**

Influencer Training is a two-day leadership course that uses a combination of live training, compelling videos, and useful tools. Engage in extensive in-class practice, group participation, and personal planning as you learn and develop the strategies for resolving tough issues. Learn how to:

- Diagnose the causes behind any team or organizational problem
- identify high-leverage behaviors that, if changed, will lead to desired results
- Rely less on formal authority to effectively motivate and enable others
- Use six sources of influence to make organizational change inevitable.

## **Who Should Participate?**

Influencer Training is ideal for teams and organizations looking to overcome profound, persistent, and resistant problems. The training provides leaders with the skills to develop an effective and comprehensive influence strategy.

## **Who is The Trainer?**



Moi Kok Wah's professional interests revolve around the Organisation of The Future. In assisting organisations to prepare for the unpredictable and complex future

Moi consults for organisations of all sizes which are serious in preparing for the future by focusing on unleashing the potential of their people.

Among his clients are government-linked companies, public-listed companies and small-and-medium enterprises. He helps them in implementing talent management across Asia, structuring senior management learning curriculum, reviewing knowledge management practices and adopting innovative working culture

Moi holds a Master of Philosophy (Management) degree from the Multimedia University based on his research on the Effects of Personal, Job and Organisational Characteristics on Personal Innovativeness. He is a certified knowledge management consultant and facilitator who also completed the East-West Knowledge Leaders Program with High Distinction in the Japan-America Institute of Management Science. He has served on judging panels and as a speaker in various conferences. Moi's first degree is the Bachelor of Computer Science (First Class Honours) from Universiti Sains Malaysia.

# 2-Day Influencer Training Agenda

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## Day One

	Lesson	What You Will Learn
08:00	<b>Introduction</b>	<ul style="list-style-type: none"> <li>Learn why influence is one of the most powerful and important capacities you possess</li> <li>Meet Influencers from across the world who have taken on massive change initiatives and have been enormously successful through effective behavior change</li> <li>Learn the Influencer Model - a remarkable model for bringing about rapid and sustainable change for your team or organization</li> </ul>
09:00	<b>Clarify Measurable Results</b>	<ul style="list-style-type: none"> <li>Identify the results you want to achieve – outcomes that are specific and measurable, what you really want and time bound</li> </ul>
<b>Break</b>		
09:50	<b>Find Vital Behaviors</b>	<ul style="list-style-type: none"> <li>Identify a small number of high-leverage behaviors that, if enacted, will bring about the greatest amount of positive change.</li> <li>Identify crucial moments – the moments where enacting the right behavior will have an enormous effect on results</li> <li>Study and utilize examples of positive deviance (instances when some people succeed where most others fail)</li> </ul>
<b>12:00 Lunch</b>		
13:00	<b>Diagnose Why Change Seems Impossible</b>	<ul style="list-style-type: none"> <li>Learn that persistent problems do not have one root cause, but multiple causes</li> <li>Examine the Six Sources of Influence – personal, social, and structural factors – to discover the most significant causes of the current problem</li> <li>Completely diagnose the problem in order to prescribe the most effective and comprehensive solution</li> </ul>
<b>Break</b>		
15:35	<b>Workbook Activity</b>	<ul style="list-style-type: none"> <li>Apply the influence strategies to your own challenge</li> </ul>
<b>16:30 End of Day One</b>		

## Day Two

	Lesson	What You Will Learn
08:00	<b>Source 1: Personal Motivation</b>	<ul style="list-style-type: none"> <li>Make seemingly painful and undesirable behaviors painless and enjoyable</li> <li>Help others and yourself consciously connect vital behaviors to values through both personal and vicarious experiences</li> </ul>
10:20	<b>Source 2: Personal Ability</b>	<ul style="list-style-type: none"> <li>Invest in deliberate practice to significantly enhance personal ability</li> </ul>
<b>Break</b>		
11:20	<b>Source 3: Social Motivation</b>	<ul style="list-style-type: none"> <li>Harness the power of peer pressure in enacting desired behaviors</li> </ul>
<b>12:00 Lunch</b>		
13:00	<b>Source 4: Social Ability</b>	<ul style="list-style-type: none"> <li>Use others to enable and empower positive and meaningful behavior change</li> </ul>
13:25	<b>Source 5: Structural Motivation</b>	<ul style="list-style-type: none"> <li>Learn strategies for effectively using incentives. Make incentives work for you by supporting, not undermining, desired behaviors</li> </ul>
<b>Break</b>		
14:20	<b>Source 6: Structural Ability</b>	<ul style="list-style-type: none"> <li>Utilize the power of your physical environment to make desired behaviors inevitable</li> </ul>
15:20	<b>Become an Influencer</b>	<ul style="list-style-type: none"> <li>After examining the Influencer Model, Strategize how to put it to work on your challenge</li> </ul>
15:35	<b>Workbook Activity</b>	<ul style="list-style-type: none"> <li>Create a comprehensive influence strategy aimed at helping you and others enact the behavior that will bring about meaningful and lasting change</li> </ul>
<b>16:30 End of Day One</b>		

### REGISTRATION

■ Registration deadline: 5 Days before beginning of Course

# What Our Past Influencers Have To Say...

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I am glad to have attended such a structured way to effect Influence, the holistic way of dealing comprehensively with the root issues rather than the cursory symptoms. It allows middle to senior management to deal with challenges more broadly.  
Certainly a must attend course!

**Cyril Koon Tin Chun**  
*Citigroup Global Markets Mauritius Pvt Ltd*



A very great course which came at the right time for me. CWA is facing a lot of challenges and Influencer has provided me with new tools to face assignments. I will surely encourage people to attend this world class course.

**Raymond Hermann Joseph**  
*Central Water Authority, CWA (Mauritius)*



The 6 sources of influence are applicable for both my personal and professional undertakings. The Influencer course has certainly enabled me to be more effective in the execution of my immediate projects.  
I highly recommend middle to senior management to attend this course!

**Mike Sophie**  
*Mauritius Commercial Bank Ltd*



First class course! In my line of job, I deal with people a lot and need to keep them motivated at all times. This course has provided me with new set of tools that will definitely help me. Influencer should be included in MBA classes.  
I will surely recommend this course to more people to attend.

**Krishna Arnasala Pather**  
*ABC Capital Market Ltd*



# Influencer Individual Registration Form

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■ Fax: (230) 454 6730

## PERSONAL DETAILS

Title (Mr/Mrs/Ms)   
Family Name   
First Name   
Company   
Designation   
Address   
Country   
Email ID   
Contact:  (O)  (F)  (M)

## PROFESSIONAL BACKGROUND

Qualifications   
Years of Working Experience   
Years in Leadership   
Years as officially-designated Leadership Roles   
Professional Leadership Membership

## ADDITIONAL INFORMATION

Have you attended any Leadership Training before?

Yes  No

Meal Preference:

Veg  Non-Veg

## METHOD OF PAYMENT

Session Selection: 2-Day Influencer (Rs 42,000)

Number of participants:

Please find enclosed a **cheque** for MUR

**Credit Card** Payment Visa / Mastercard Expiry Date:  /   
Card Number:

Please **invoice** my institution and payment will be made prior to the start of the Course.

Cheque should be drawn to the order of the **Team Synthesis (Mauritius & Africa) Ltd**

**MQA APPROVED**

## REGISTRATION METHODS

Email: [plcsecretariat@teamsynthesis.com](mailto:plcsecretariat@teamsynthesis.com)

Phone: (230) 465 0048

Fax: (230) 454 6730

Post:

4A Hitchcock Avenue,  
Quatre Bornes,  
MAURITIUS

SOP Protocol: <https://rb.gy/fmiwlv>

## VENUE & ACCOMODATION

Hotel accommodation and travel costs are not included in the registration fee. Team Synthesis will be happy to assist foreign delegates to book a hotel room.

## PAYMENT POLICY

Payment is due in full at the time of registration. Full payment is mandatory for event attendance.

## CANCELLATIONS & SUBSTITUTIONS

You may substitute participants at least 5 working days prior to the beginning of the Course. Cancellations will be refunded only if made in writing at least 10 days prior to the beginning of the Course. No refund is given for any late cancellations or for participants who do not show up for the course (no-show). \*\*The organizers reserve the rights to change the venue at their discretion.

