
***LDSH 008: Influence Matters (formerly LDSH 242)**

Length: 7 hours

Influence combines science, strategy and skill to persuade people to act in a way they may not have acted without the information presented by the influencer.

This course introduces the principles of power and persuasion and equips you with the fundamental instruments of influence. You will explore evolutionary and psychological science that explains why we are wired for influence and what strategies have been proven to work. And, you will be given tactics you can use to immediately and ethically increase your ability to influence and lead.

Finally, this course will demonstrate the need for personal responsibility regarding power and persuasion. You will learn techniques to protect yourself and your team from unwanted or untoward influence.

Module 1: Integrity, Impact and the Importance of Influence Today

- Define Influence versus Manipulation: Integrity.
- Examine Circles of Influence: Impact.
- Understand the Importance of Influence Today.

Module 2: Power, Persuasion and Protection

- Understand the bases of power: Personal, Structural and Cognitive.
- Identify strategies to Boost your Power.
- Discover Cialdini's Principles of Persuasion.
- Practice techniques to protect yourself from unwanted Influence.