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Titolo	Mastering effective influencing skills for win-win outcomes : a practical guide // Sarah Cook
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Lingua di pubblicazione	Inglese
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Nota di contenuto	Cover -- Title -- Copyright -- Preface -- About the Author -- Acknowledgements -- Contents -- Chapter 1: Why influencing matters -- Introduction to influencing skills -- Preparation for this book -- Chapter 2: Recognising your personal style of influence -- Intention versus impact -- Different personality types -- Communication preferences per personality style -- What is your own personality style? -- The impact of different personality styles on others -- Takeaways from this chapter -- Chapter 3: The push and pull model of influencing -- Congruent communication -- Communication styles -- Which is your preferred style? -- Flexing your style -- Takeaways from this chapter -- Chapter 4: Developing self-confidence -- Activities to develop self-confidence -- Takeaways from this chapter -- Chapter 5: Identifying sources of power -- What power do you have to influence others at work? -- Identify your own sources of power -- Identifying power sources -- Takeaways from this chapter -- Chapter 6: Influencing strategies -- Trust is a key ingredient -- Getting heard -- Powerful words -- Influencing strategies --

Takeaways from this chapter -- Chapter 7: Dealing with reactions when you present your ideas -- People's reactions to new ideas -- Dealing with Cynics, Victims and Spectators -- Takeaways from this chapter -- Chapter 8: Negotiation skills -- Stages of negotiation -- Critical mistakes in negotiating -- Assess your negotiation style -- Five approaches to negotiation -- Takeaways from this chapter -- Chapter 9: Dealing with difficult situations -- The different approaches people take to conflict -- Practical steps to handling conflict -- Helpful phrases when handling conflict -- Takeaways from this chapter -- Chapter 10: Summary and action planning -- Key learning points -- Actions you can take -- Further reading.

Sommario/riassunto

In an organisational context, you need to be able to influence well in a variety of situations. These can include but are not limited to: Networking and developing good interpersonal relationships; Leading and inspiring others; Communicating and gaining buy-in for your ideas; Promoting change; Developing a high-performing team; Negotiating with other people; Building successful working relationships; Navigating the complexities of hybrid/remote working; and Successful negotiating. This book is very practical. It features case studies of successful influencing and persuading in different industries, including the cyber security sector. It also contains advice, exercises, activities and diagnostics to help you improve your influencing skills. Influencing is a soft skill that is applicable to leaders, managers, project managers and team members.
