Certified Project Influencer™

Lead Without Authority – Master Influence, Communication & Trust

Duration: 24 Hours

Who Should Take This Course?

- Project Managers, Coordinators, and Team Leads
- Scrum Masters, Agile Coaches, and Business Analysts
- Technical professionals who interface with stakeholders
- High-potential talent managing projects without direct authority

© Course Objectives

Participants will:

- Learn how to influence across levels without formal power
- Build trust, presence, and credibility within project teams
- Master persuasive communication and handle resistance
- Apply tools and simulations to lead real-world initiatives successfully

3-Day Detailed Course Structure (12 Modules)

📅 Day 1: Building Your Foundation as an Influencer

Module 1.1: Influence vs. Authority – Understanding the Landscape

- Clarify where influence matters most in modern project roles
- Identify power dynamics in matrix and agile environments
 Activity: Influence Heatmap Exercise

Module 1.2: Crafting Your Credibility & Executive Presence

- Explore behaviors that earn respect and visibility
- Learn techniques to project quiet confidence
 Activity: Presence Calibration Roleplay

Module 1.3: The Trust Equation – How to Earn It and Keep It

- Apply the trust equation (Credibility + Reliability + Intimacy / Self-orientation)
- Reflect on personal trust enablers and derailers
 Activity: Trust Journaling + Peer Feedback

Module 1.4: Mapping Stakeholders & Zones of Influence

- Identify formal and informal influencers in your network
- Classify stakeholders based on interest and power
 Activity: Stakeholder Influence Grid + Strategy Planner

77 Day 2: Communicating with Power and Purpose

Module 2.1: Persuasion Principles – Ethos, Pathos, Logos in Projects

Use Aristotle's modes of persuasion in stakeholder conversations
 Activity: Short Pitch Practice in Triads

Module 2.2: Storytelling for Influence – Crafting Your Message

Structure and deliver stories that move people to action
 Activity: 2-Minute Influence Story Challenge

Module 2.3: Handling Pushback & Navigating Difficult Conversations

Use frameworks like SBI and DESC to manage tension professionally
 Activity: Conflict Roleplays – From "No" to "Let's Try"

Module 2.4: Listening & Reading the Room Strategically

Learn to pick up non-verbal and tonal cues in stakeholder dynamics
 Activity: Listening Lab with Playback & Debrief

📅 Day 3: Leading Without Title – Real-World Influence in Action

- Module 3.1: Influencing Upward, Across, and Diagonally
 - Techniques for gaining alignment in matrix teams
 Activity: Scenario Solving Influencing a Senior Sponsor
- Module 3.2: Political Savvy Without Playing Dirty
 - Understand how ethical influence works in complex orgs
 Activity: Politics vs. Influence Debate + Reflection
- Module 3.3: Coalition-Building & Informal Authority
 - Build trust-based alliances to increase your leadership impact
 Activity: Stakeholder Alliance Simulation
- Module 3.4: Final Roleplay + Personal Influence Action Plan
 - Demonstrate your influence in a high-stakes, cross-functional project
 - Build a personal 30-day strategy
 Activity: Capstone Simulation + Feedback Circle + Action Planning