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COURSE BROCHURE

Influential Leader Training Course for Cross-Functional Managers

9 – 13 August 2027
Casablanca

Influential Leader Training Course for Cross-Functional Managers

Ref: 1349_50510 **Date:** 9 – 13 August 2027 **Location:** Casablanca **Fees:** 4500 GBP

Influential Leader is a 1-week training course for managers who must win support from peers in other functions and from senior decision makers without relying on formal authority, and it ends with a Cross-Functional Influence Plan for one live proposal. Matrix structures, shared services and joint targets mean that few important initiatives now sit inside one reporting line. Jupiter Prime Training delivers this Influential Leader course for cross-functional managers.

Why Influential Leader Matters Now

Three forces push managers to lead through influence. Matrix and project structures give managers responsibility for outcomes that depend on colleagues they do not direct. Executive committees receive more proposals than they can fund, so only clearly framed cases gain approval. Specialists and frontline staff increasingly expect to be persuaded rather than told. Managers who influence well secure resources early, avoid stalled initiatives and keep relationships intact after disagreement; those who rely on rank alone see quiet resistance and slow progress. The course draws on stakeholder power-interest mapping, Cialdini's principles of persuasion, Cohen and Bradford's exchange model of influence without authority and the Pyramid Principle for executive framing.

Who Gains Most from Influential Leader

- Managers leading initiatives that need resources owned by other departments
- Function heads who negotiate priorities with peers in shared-service models
- Programme sponsors who must keep senior backing through long change efforts
- Specialist managers presenting technical proposals to non-specialist executives
- Regional or site managers aligning headquarters policy with local realities

A management group launching a cross-departmental initiative gains most when several of its managers attend together and map the same stakeholder landscape.

Influential Leader Capabilities

Participants move from instinctive persuasion to a deliberate approach: who to approach, in what order, with which argument and through which allies.

- Assess personal credibility sources and gaps with key stakeholders — deciding where to invest relationship effort
- Build a power-interest map and influence sequence for one proposal — sponsors and approval committees
- Apply persuasion principles ethically to different stakeholder motives — peers who control shared resources
- Design a coalition of allies, neutrals and blockers with specific asks — initiative momentum and approval odds
- Communicate a proposal using answer-first executive framing — senior decision makers with limited time
- Weigh exchange currencies and trade-offs before negotiating support — lasting cross-functional relationships

Key Influential Leader Terms

- Influence Without Authority — gaining cooperation from people one does not manage by offering value they care about.
- Power-Interest Grid — a stakeholder map that plots each party's power over a decision against their interest in it.
- Exchange Currency — something a colleague values, such as information, recognition or support, that can be traded for cooperation.
- Principles of Persuasion — recurring drivers of agreement such as reciprocity, consistency, social proof, liking, authority and scarcity.
- Coalition — a group of stakeholders who agree to back a proposal together and add weight to it.
- Pyramid Principle — a structure that leads with the main recommendation, then groups supporting arguments and evidence beneath it.

Influential Leader Day by Day

Day 1: Influence in Matrix Organisations

- Authority Versus Influence in Matrix Structures — Where Formal Power Runs Out
- Credibility Sources Audit — Expertise, Track Record, Relationships and Character
- Influence Style Self-Assessment — Push and Pull Tendencies Under Pressure
- Organisational Politics Map — Reading Informal Networks and Decision Routes
- Cross-Functional Proposal Selection — Choosing the Live Case for the Week

Day 2: Mapping Stakeholders and Motives

- Power-Interest Grid Construction — Prioritising Who Shapes the Decision
- Stakeholder Motive Interviews — Surfacing Hidden Concerns and Goals
- Exchange Currency Inventory — Matching Offers to What Peers Value
- Influence Sequence Planning — Deciding Whom to Approach First
- Examples From Utilities and Retail Banking Programmes — Comparing Approval Paths

Day 3: Persuasion Principles and Messages

- Cialdini's Principles of Persuasion — Ethical Use in Workplace Requests
- Logical, Emotional and Cooperative Appeals — Fitting Argument to Audience
- Objection Anticipation Matrix — Preparing Responses Before the Meeting
- Storytelling With Evidence — Making Data Memorable for Executives
- Listening for Agreement Signals — Knowing When to Ask for Commitment

Day 4: Coalitions and Executive Framing

- Coalition Design: Allies, Neutrals and Blockers — Specific Asks for Each
- Pre-Meeting Lobbying Routines — Avoiding Surprises in Committee
- Pyramid Principle Proposal Structure — Answer-First Papers for Decision Makers
- Handling Resistance and Win-Win Trade-Offs — Protecting Relationships After Conflict
- Escalation Without Damage — When and How to Involve Sponsors

Day 5: Practising the Cross-Functional Influence Plan

- Stakeholder Map Peer Challenge — Applying Day Two Grid and Sequence
- Persuasion Message Rehearsal With Objections — Applying Day Three Principles
- Executive Pitch Simulation — Applying Day Four Answer-First Structure
- Coalition Commitments and Follow-Up Actions — Securing Support After the Meeting
- Completing the Cross-Functional Influence Plan — Stakeholders, Messages, Allies and Milestones

Applying Influential Leader After the Course

- Hold three stakeholder motive conversations for the live proposal and update the power-interest grid.
- Present the proposal to one decision maker using the answer-first structure and record the objections raised.

Influential Leader Questions FAQ

What does it mean to be an influential leader and why does it matter now?

An influential leader gains support from peers and executives without relying on rank. It matters now because matrix structures and crowded approval agendas mean most initiatives need cross-functional backing to succeed.

Which roles gain most from influential leader training?

Initiative leads, function heads in shared-service models, programme sponsors and specialist managers presenting to executives gain most, because their results depend on people outside their line.

How does influential leader training differ from an executive presence course?

It focuses on the mechanics of winning cross-functional support: stakeholder maps, exchange currencies, coalitions and proposal framing. Executive presence work concentrates more on personal gravitas and delivery style.

What do you bring back from influential leader training?

You bring back a cross-functional influence plan for a live proposal, with a stakeholder map, influence sequence, tailored messages, coalition asks and milestones you can act on immediately.

Influential Leader: The Way Forward

The Cross-Functional Influence Plan sets out stakeholders, messages, allies and milestones for one real proposal. Its first use is deciding whom to approach first and with which offer. Managers and their sponsors refer to it before every key meeting. After the first approval round, revisit the power-interest grid, since positions often shift once a decision is visible.