



FREE TASTER

Free taster

Influence and Communication

A practical first step from the course: understanding why people listen to you, and where your impact could grow

About 20 minutes to read and try, plus two short conversations with colleagues.

Name

Date

STARBUCK & ASSOCIATES

COACHING & LEADERSHIP DEVELOPMENT

For anyone who wants more impact at work

Influence and Communication is an online course for people at any level who want more impact, whether or not they manage people. It builds three connected strands: emotional intelligence, presence, and influencing without authority.

It helps when your ideas do not get the hearing they deserve, when you need support from people you do not manage, when pressure gets the better of you in the moment, or when you want to come across with more calm and clarity in meetings, online and in writing.

How it works

Ten short video lessons, each with one practical tool in a course workbook and a quick knowledge check. About 6 learning hours in total, including a workplace task each week. You have 12 months' access and receive a certificate of completion.

What is inside

LESSONS	WHAT YOU GET
1 What makes people listen to you	The Impact Snapshot.
2 to 4 Emotional intelligence	The Emotion Log, the Pause Plan and the Other Side Sheet.
5 and 6 Presence and clarity	The Meeting Presence Checklist and the PREP Planner.
7 and 8 Influencing without authority	The Stakeholder Needs Map and the Case and Objections Builder.
9 Challenge and saying no well	The Pushback Planner.
10 Your influence plan	The Influence Plan.
Knowledge checks	Five questions after each lesson.
Certificate	A certificate of completion when you finish.

HOW TO USE THIS TASTER

Read page 2, then complete your own Impact Snapshot on page 3 and ask two colleagues for their view. Page 4 shows where the full course goes next.

What makes people listen to you

A job title can get you into the room, but it does not decide whether people listen once you are there. Most of the time, people choose to listen based on what they have seen you do and how you make them feel.

That is good news, because it means influence is something you can build, whatever your role. A simple way to think about it is four reasons people listen. Most of us are strong in two and weaker in the others, and knowing which is where to start.

Four reasons people listen

AREA	WHAT IT MEANS	WHAT IT LOOKS LIKE ON A TUESDAY
Credibility	People believe you know your subject and will do what you say.	You send the figures when you said you would, and say "I will check" rather than guess.
Connection	People feel you have taken the time to understand them.	You remember a colleague's deadline and ask how it went.
Clarity	People can follow you, because your point comes early.	Your update starts with the recommendation, not the history.
Consistency	People can predict how you will behave.	You are as calm and fair in a tense meeting as in an easy one.

EXAMPLE

Maya is an analyst whose work is highly regarded, yet her ideas rarely get taken up in meetings. Her credibility is strong. When she asks two colleagues how she comes across, they tell her that her updates are long and the point comes at the end.

Clarity, not expertise, is her gap. Her first step is to open every update with her recommendation in one sentence.

WORTH KNOWING

How you see yourself and how others see you are often different. You might feel calm while others see you as distant. That is why this exercise works best when you ask other people, not only yourself.

YOUR TURN

Your Impact Snapshot

Rate yourself honestly, based on the last month rather than your best day. Then ask two people who see you at work regularly for their view.

Exercise 1: How I see myself

OVER THE LAST MONTH	NOT YET	SOMETIMES	USUALLY	CONSISTENTLY
Credibility	☐	☐	☐	☐
Connection	☐	☐	☐	☐
Clarity	☐	☐	☐	☐
Consistency	☐	☐	☐	☐

Exercise 2: How others see me

Useful questions to ask: When I say I will do something, how confident are you it will happen? Is my point easy to follow in meetings? Do I come across differently under pressure?

AREA	WHAT THEY SAID	THE GAP I NOTICE
Credibility		
Connection		
Clarity		
Consistency		

Exercise 3: Where to start

Which one area, if I improved it, would make the biggest difference to my impact?

Where the full course takes you

The Impact Snapshot shows you where you stand. The rest of the course gives you a practical tool for each part of influence, used on real conversations in your own work.

- 1 Knowing and managing yourself.**
An Emotion Log to name what you feel, and a Pause Plan for your common triggers under pressure.
- 2 Reading others.**
The Other Side Sheet, to separate what you know about someone's view from what you are guessing.
- 3 Presence and clarity.**
A checklist for showing up well in the room and online, and a simple structure for making your point briefly.
- 4 Influencing without authority.**
A map of what your stakeholders need, and a builder for making your case and handling objections.
- 5 Challenge and your plan.**
A planner for saying no well, and a personal influence plan to keep you growing after the course.

Who gets most from it

- Specialists and team members whose ideas deserve a better hearing
- People who work across teams and need support from those they do not manage
- Managers and leaders who want more calm, clear presence

HOW PEOPLE USE IT

The course is built around real work. Each week you watch a short lesson, then use the tool in a real meeting or conversation, so by the end you have practised every skill, not just read about it.

Tools such as the PREP Planner and the Pushback Planner are designed to be reused before any important conversation, long after you finish.

What I am going to do

Two or three small changes that you actually make will do more than a long list you never start.

My three actions

WHAT I WILL DO	WHEN	WHO I WILL TELL

Coming back to this

Put a date in your diary about a month from now and answer these three questions.

What has changed since I did this taster?

What did I not get to, and what got in the way?

What am I carrying forward?

READY FOR THE FULL COURSE?

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Ten short video lessons, each with a practical tool in the course workbook and a knowledge check, with 12 months' access and a certificate of completion.

£149 per person, per year, inc. VAT

Enrol at academy.starbuckassociates.com/courses/influence-and-communication

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