STARBUCK™ & Associates

STARBUCK ACADEMY · GROW · PROGRAMME BROCHURE

Influence and Communication

Be heard, bring people with you, stay calm under pressure

A practical online programme for anyone who wants more impact at work, whether or not they manage people. In ten short video lessons you build emotional intelligence, presence and the ability to influence without authority, with a practical tool for each lesson.

- 10 video lessons of about 3 minutes
- 10 practical tools in a course workbook
- 12 months' access
- Certificate of completion
- **CPD accreditation in progress**

£149

per person, per year, VAT included. Annual subscription.

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

ABOUT THE PROGRAMME

Why influence and communication makes a difference

Most of the support we need at work comes from people we do not manage, and a job title only gets you so far. Whether people listen depends on how you show up, how clearly you speak and how well you understand them, especially when the pressure is on. These are skills that can be practised, one conversation at a time. This course gives you a practical tool for each one, used on real work in your own week.

Who it is for

For individuals at any level who want more impact, from specialists whose ideas deserve a better hearing to managers and leaders who need support across teams. You do not need to manage people to take it.

What you will be able to do

By the end of the programme you will be able to:

01 Understand why people listen to you, and where your impact could grow

02 Notice, name and manage your own reactions, especially under pressure

03 Read others more accurately and show that you understand them

04 Show up with calm presence in the room, online and in writing

05 Make your point clearly and briefly

06 Influence people you do not manage, build a case and say no well

THE PROGRAMME

Ten lessons

Each lesson is a short video of about 3 minutes, with lesson notes, a practical tool and a workplace task so you can use it straight away. A five-question knowledge check closes every lesson.

01 What makes people listen to you

The four reasons people listen, credibility, connection, clarity and consistency, and an Impact Snapshot to see where you stand.

02 Emotional intelligence: knowing yourself

Where the idea comes from, why feelings are information, and an Emotion Log to name what you feel more precisely.

03 Managing your reactions under pressure

Knowing your triggers, pausing before you speak and checking the story you are telling, with a Pause Plan.

04 Reading others with empathy

Listening for content, feeling and need, checking your assumptions, and the Other Side Sheet.

05 Presence in the room and online

Preparation, body and voice, attention, video calls and written messages, with a Meeting Presence Checklist.

06 Speaking with clarity and brevity

Finding your point, putting it first and stopping when you have finished, using the PREP Planner.

07 Influencing without authority

Understanding what others need, what you can offer and how to build relationships early, with a Stakeholder Needs Map.

08 Building a case and handling objections

Framing proposals around others' priorities, making yes easy and responding well to doubts.

09 Handling challenge and saying no well

Staying curious under challenge, answering hard questions and saying no with an alternative, using the Pushback Planner.

10 Your influence plan

Choosing the reputation you want, the relationships to invest in and the habits that keep your influence growing.

WHAT YOU GET

What is included

- Ten short video lessons you can watch on any device
- Lesson notes, workbook pages and a practical tool for every lesson
- The full Influence and Communication workbook to download once you have enrolled
- A five-question knowledge check at the end of each lesson
- A Starbuck & Associates certificate of completion showing 6 estimated learning hours
- 12 months' access, so you can work at your own pace

How your learning time adds up

Your 6 estimated learning hours are made up across ten lessons of about 36 minutes each:

- Watching the ten short lesson videos: about 30 minutes (about 3 minutes each)
- Reading the lesson notes and workbook pages: about 1 hour 40 minutes (10 minutes each)
- Working through the practical tool for each lesson: about 1 hour 40 minutes (10 minutes each)
- Planning and carrying out each workplace task: about 1 hour 40 minutes (10 minutes each)
- Completing the five-question knowledge check after each lesson: about 30 minutes (3 minutes each)

Total: 6 estimated learning hours. The pass mark for each knowledge check is 80% and you can retake it as many times as you need.

Who designed it

Designed by ICF credentialed coaches at Starbuck & Associates, led by Paul Starbuck, our Founder and CEO and an ICF Master Certified Coach (MCC). Every lesson draws on our coaching and leadership development work with organisations in the UK, Europe and internationally.

For teams and organisations

Buying for a group of managers? We can set this programme up for your whole team, on its own or as part of a wider academy for your organisation. Email academy@starbuckassociates.com and we will put a proposal together.

ENROL TODAY

£149 per person, per year inc. VAT

Enrol online and start lesson one straight away. Every programme carries our 14 day money back guarantee.

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ISO 9001 and ISO/IEC 27001 certified

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