



The Influential Innovator™

Gaining Support and Achieving Results



Having a great idea or opportunity is only the beginning of the journey of innovation. Every day, the next great – potentially world-changing – innovation walks out of the workplace between the ears of an employee. Getting support and resources for these great ideas almost always requires innovators to influence others – to sell them on the idea’s merits and potential value. A great idea seldom sells itself.

In this workshop, participants will learn how to express and apply interpersonal influence skills and strategies throughout the journey of innovation. Getting others to provide information about their needs, gaining support for your ideas in the team, inviting stakeholders to provide feedback on your prototypes, influencing senior leaders to make decisions that move your ideas forward, acquiring the right resources, attracting the talented people you need – resolving these and many other issues can mean the difference between a successful innovation journey and a failed experiment or a competitive disadvantage.

OBJECTIVES AND OUTCOMES

As a participant, you will be able to:

- ▶ Explore how effective influence skills underlie and support the innovation process.
- ▶ Receive feedback from organizational stakeholders about how your influence behaviors are perceived.
- ▶ Apply the influence framework to real-world influence situations within the innovation journey.
- ▶ Practice influence approaches and behaviors to achieve successful outcomes.
- ▶ Identify key stakeholder and organizational factors to consider when developing an optimal influence approach.
- ▶ Create a plan of action by integrating influence strategies and tools into upcoming opportunities to gain support and buy-in for potential innovations.

WHO SHOULD PARTICIPATE?

- ▶ Leaders and members of teams working on innovative projects
- ▶ Individual contributors with ideas or proposals for innovations

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COURSE OUTLINE:

- ▶ Ice Breaker Activity, Introduction and Overview
 - Ice breaker exercise to set workshop climate
 - Introductions and overview
 - Core definitions and influence concepts
- ▶ Innovation Journey and Avatars of Innovation
 - Review of the Innovation Journey model for innovation management
 - Exploration of the mindsets and skill-sets required during each phase of the Innovation Journey
 - Review of the mindsets and skill-sets as applied to participants' own experiences and identification of further learning needs
- ▶ Introduction to Influence Framework and Behaviors
 - Exercising Influence tactical and behavioral model
 - Practice session applying influence model to opportunities throughout the innovation journey
- ▶ Individual Influence Survey Overview and Interpretation
 - Review of feedback and development of individual learning goals
- ▶ Influence for Innovators Activity
 - Groups identify specific organizational innovation influence opportunities across the innovation journey
- ▶ Influence Framework Planning for Individual Influence Situation
 - Participants identify a specific innovation influence opportunity
 - Analysis of the "big picture" affecting influence success
 - Planning for influence results
- ▶ Group Practice for Influence Situation in the Innovation Arena
 - Focused practice on specific behaviors with targeted feedback for the influence plan
- ▶ Summary and Next Steps
 - Learning summary, applications, and follow-up recommendations