



Influence: Gaining Commitment, Getting Results (J-B CCL (Center for Creative Leadership))

Center for Creative Leadership (CCL), David Baldwin, Curt Grayson

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Influence is an essential component of leadership. Your position in an organization and the power it gives you aren't always enough to motivate people to do what you ask. Developing your influence skills can help you gain commitment from people at all levels: direct reports, peers, and bosses. This book includes an assessment tool to help you determine the influence tactics you currently use. Some tactics depend on logic, others appeal to emotions, and others are cooperative appeals. You may discover tactics you rarely use, and you can develop those tactics to become more effective. You will learn what to do before, during, and after an influence session. Every influence attempt can become a learning experience, and you can continue to enhance this crucial leadership capability.

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