

As women, minorities and recent generations come into their own in the workplace (and Oval Office), success now requires the ability to engage teams of diverse others, to motivate and to convince. To be effective, we need to be intentional not only about what to say, but also how to tailor the message and how to deliver it, with enough practice to motivate people from different walks of life. And yet, practice can be hard to come by when mistakes cost and missteps can cost you your job: the last one... or the next one.

EFFECTIVE INFLUENCE CONFERENCE

PRESENTED BY CROSS-CULTURAL COMMUNICATIONS, INC.



Based on experiential learning techniques from the *Stanford Graduate School of Business* and the *NTL Institute for Applied Behavioral Science*, **Effective Influence** is a residential training for professionals seeking to manage challenging, conflictual or emotionally charged situations by building skills to:

- **Exploring the impact** you'd like to have, believe you had... & actually had, via real-time feedback
- **Choosing wisely** from among the five conflict management styles
- **Including diverse strengths** rather than managing away differences on teams
- **Coaching oneself** through high-stakes situations flexibly and with improved outcomes
- **Becoming more effective** in collaborative, formal or self-organizing teams
- **Learning to accelerate** continuous learning

"Although I approached this conference with some skepticism, it has truly enhanced my ability to interact with difficult people without losing sight of my own goals."

VICE PRESIDENT, FORTUNE 500 PRIVATE BANK

"As the only lawyer and only Black female on our senior executive team, this conference helped me adapt my leadership style to the different people, circumstances and teams with whom I work."

ASSOCIATE GENERAL COUNSEL & DIRECTOR OF LEGAL AFFAIRS, MONSTER WORLDWIDE INC.

LEARN BY DOING Feedback has been overwhelmingly positive. Rapid results are achieved through both positive and critical feedback, joint problem-solving and real-time practice. And yet, alumni report that common reactions from colleagues, clients and friends include, "You said **what** to a group of total strangers?", "I don't like groups" or "Why would I want to do that?!?" What alumni know is that *Effective Influence* focuses on the freedom to experiment. As one executive stated, "[Skill-building] is easier at the conference since risks are low. We won't lose our jobs or precious relationships by experimenting with new behaviors there." Learning accelerates when attendees jointly contract to practice these model-driven skills by getting real, instead of in simulation or consultation after the fact.

WHO ATTENDS Under-represented minority professionals make up at least half of each conference, to simulate the range of viewpoints in our workplaces while supporting CCCI's mission to support minority professionals and their allies. From 2006 on, average age has been 37-40 and 15-20% LGBT. Trainers are NTL Institute members or have advanced standing in Stanford's Graduate School of Business Facilitator Network.

WHAT: 40+ program hours, beach front room and board included

WHERE: Pajaro Dunes, on the beach near Santa Cruz, CA

WHEN: January 7-12, 2010, Thursday 4:00pm - Tuesday 4:00pm

HOW: 50% deposit due by December 4, or until seats are filled

PRICE: Sliding scale as detailed on page 2

APPLY: Application at www.effectiveinfluence.org

EFFECTIVE INFLUENCE CONFERENCE

PRESENTED BY CROSS-CULTURAL COMMUNICATIONS, INC.

"The day I returned... I was in a situation with a frustrated and angry co-worker... I quickly diffused the situation using skills I learned at the conference..."

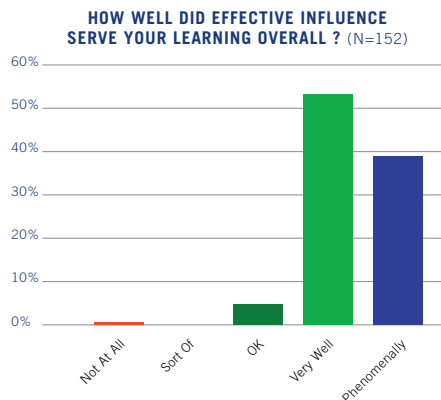
MANAGEMENT LEADERSHIP FOR TOMORROW
PARTICIPANT 2004

"As an Asian Muslim, cross-cultural issues crop up in my work life all the time. I learned to use them to strengthen relationships and enhance my own success instead of avoiding."

ENTREPRENEUR AND BUSINESS OWNER

"I worried that I'd get attacked at Effective Influence as a straight white male. That didn't happen. Two years later I'm still grateful for the skills that help me keep things productive when conflicts arise with colleagues, supervisors, and even clients."

MENTAL HEALTH PROFESSIONAL,
MUNICIPAL HOSPITAL



Attendees arrive having formed personalized learning goals through brief readings and a consultation with an executive coach. The executive package additionally includes an anonymous pre-conference 360° review to augment goal formation; post-conference coaching to assist with application of learnings; and a second 360° review (optional) to track results three months after the conference.

PRICES Applications available for a limited number of **need-based training scholarships**. To inquire about applying for a scholarship, email: scholarships@effectiveinfluence.org

Executive package: \$3500

Private room as availability lasts, beachfront location

40+ training hours

1 Executive coach hour pre-conference to aid with goal formation

4 Executive coach hours post-conference to aid with take-away application

2 360° feedback reviews from colleagues, pre- and post- conference

Manager's package: \$2900

Shared room, beachfront location

40+ training hours

1 Executive coach hour pre-conference to aid with goal formation

4 Executive coach hours post-conference to aid with take-away application

360° feedback reviews from colleagues, pre-conference

Standard package: \$2075 (for-profit) and \$1275 (non-profit)

40+ training hours

1 Executive coach hour pre-conference to aid with goal formation

Shared room, beachfront location

For students, those without corporate or non-profit sponsorship or who can demonstrate financial need, **a limited number of partial scholarships are available**. We begin conversations about financial need with a suggested guideline of 0.75% of household income for the standard package. (Minimum price is the cost of room, board and meeting spaces, plus a free training, which varies by season and other factors but is generally \$500.) As an example, an unemployed student without income, whose spouse earns \$100,000, would be requested to pay 0.75% of household income, or \$750. This figure represents a guideline only, as we do recognize that expenses vary as well as incomes.

An application with essay and statement of need is required for all scholarship requests.

JANUARY 2010 CONFERENCE TRAINING STAFF



Freeman Barnes

Daisy Ríos

Judith Noel

Jay Seiff-Haron

For staff bios, please see <http://www.effectiveinfluence.org/staff.htm>

Please contact us at info@effectiveinfluence.org with questions, to request an application, or to inquire about need-based partial or full training scholarships.