

As increasing opportunities for women and minorities change our workplaces, being effective now means **knowing not only what works, but also with whom and when...** with enough practice to succeed with others who have widely varying perspectives and styles. **Effective Influence** builds communication skills across interpersonal & cross-cultural divides by encouraging collaboration on the “value-added” rather than “remedial” side. Attendees are offered chances to learn by doing, evaluating successes and failures while accelerating each other’s learning via interaction and practice, rather than consultation.

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:

- **Explore gaps** among the impacts attendees want to have, believe they had & actually had, via feedback
- **Practice effective communication** with greater awareness of the 7 components of clearer communication
- **Bridge differences** by learning to recognize, and exit, maladaptively conflictual communication patterns
- **Communicate productively** across differences of style, culture or identity utilizing a comprehensive model
- **Coach oneself** through emotional situations more flexibly, with increased understanding of team needs
- **Manage difficult conversations** with more choices and greater skill, through opportunities to practice in real time

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 Minorities in the professions make up at least half of each conference, simulating the range of viewpoints in our increasingly global workplaces while supporting CCCI’s commitment to empower 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.

“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.

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

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

WHEN: January 6-11, 2011, Thursday 4:00pm - Tuesday 4:00pm

HOW: 50% deposit due by December 1, or until seats are filled

PRICE: Sliding scale as detailed on page 2

APPLY: Application at www.effectiveinfluence.org

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“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

This program offers attendees the opportunity for accelerated learning through feedback loops. Attendees interact with one another, receive feedback, adjust their behavior to maximize positive impact and reduce unintended problems, and then try again. This process approximates, for adults, the manner in which we all began learning about other people as children: by trying. We tried different things, experienced difference outcomes... and drew different conclusions. Many of those conclusions might no longer be true for us as adults, if only we were given the chance to gather new data, try new ways and practice with an adult’s faculties. But, we often lack the safety to try new things, because new often equates to clumsy, at first. We fear to fail, do not try... and overuse our strengths and fail to develop our weaknesses. This program offers the opportunity to add new choices to each attendee’s toolkit, and to practice them before departure.

JANUARY 2011 CONFERENCE TRAINING STAFF



Freeman Barnes

Leslie Chin

Judith Noel

Jay Seiff-Haron

Nirit Hazan

Dorothy Tucker

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.

HOW WELL DID EFFECTIVE INFLUENCE SERVE YOUR LEARNING OVERALL ? (N=152)

