

As the workplace become more diverse, success now requires **knowing not only what works, but also with whom and when**. When frustrations arise, we must be intentional not only about what to say, but also how to tailor messages to the audience. And yet, practice can be hard to come by when mistakes are costly and missteps can cost you your job. *Effective Influence* builds communication skills in the interpersonal & intercultural domains by encouraging collaboration on the value-added rather than remedial side. Attendees learn by doing, accelerating each other's learning via feedback and practice.

# 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 skill-builder for professionals seeking to better manage conflictual or emotionally charged situations. Beginning with the **interpersonal communication skills** that help to enhance clarity and adaptive responses to behavior, this conference is unique in its inclusion of the **intercultural communication skills** that assist across divides of gender, religion, race, age, orientation, beliefs and other non-behavioral dimensions that can also impact how people relate to one another. Attendees will learn 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 maladaptive, 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

*“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!?”** Our alumni know that freedom to experiment **actually depends** on the presence of strangers! As one executive put it, “[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 model-driven skills by getting real, instead of in simulation or consultation after the fact.

**WHO ATTENDS** Under-represented minorities in the professions make up at least 1/3 to 2/3 of each conference, simulating the range of viewpoints in the global workplace. From 2006 on, average age has been 37-40 and 15-20% LGBT. Trainers are NTL members or hold 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 6-11, 2012, Friday 4:00pm - Wednesday 4:00pm  
**HOW:** 50% deposit due by November 30, or until seats are filled  
**PRICE:** Sliding scale as detailed on page 2  
**APPLY:** Application at [www.effectiveinfluence.org](http://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

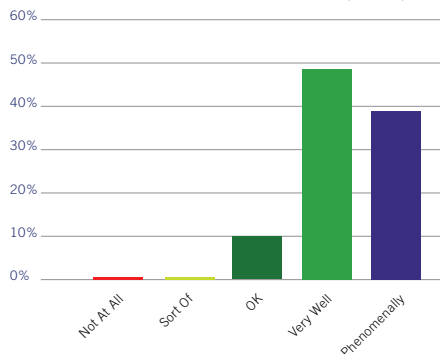
*"As an Asian Muslim, cross-cultural issues crop up in my work life all the time. I learned to use them to strengthen relationships and enhance my own success instead of avoiding."*

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

HOW WELL DID EFFECTIVE INFLUENCE  
SERVE YOUR LEARNING OVERALL ? (N=224)



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](mailto: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 2012 CONFERENCE TRAINING STAFF



Freeman Barnes

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](mailto:info@effectiveinfluence.org) with questions, to request an application, or to inquire about need-based partial or full training scholarships.