

ART OF INFLUENCING



Administrative Staff College of India, New Delhi Centre

Date: 22 – 23 June, 2023

Venue: Administrative Staff College of India, New Delhi Centre
C-24, Qutab Institutional Area, New Delhi, 110016, Delhi, India

Introduction

The figures from history who have inspired us understood that there were times when it was critical to rein in their thoughts, feelings, and desires rather than allow them full expression. The great leaders always stayed in constant contact with their generals and communicated with them and influenced them by their personality, acts and leadership; which explains why influence is synonymous with leadership. Every great leader is backed by an army of followers acting in support of their mission

There might have been times in our lives when we felt, thought, said or did something in the heat of the moment that we regretted later. When you might in fact have been truer to your values and purpose if you had restrained yourself from expressing these sentiments - thereby withstanding being carried away by sentimental waves. This is how influencers work – a relentless persuasion gives them the cherished outcome.

Influencing is a skill which, like any other, can be learned. It is the ability to affect the character, behaviour and development of someone or a cause; only made possible by developing a strong emotional connection with oneself and others. Hence, those adept at the art of influence are often skilled at tapping into the emotions that drive people's actions.

This programme is designed to help participants better understand the fundamentals of influence and how to be more influential.

Objective

To reveal a nuanced concept of influencing; to help develop skills in using effective influence tactics; and to facilitate growth in one's ability to influence successfully

A few points are in order:

- (i) How to position oneself as influencer;
- (ii) Imperatives in the social group-professional circle-country
- (iii) Principles to follow

Duration of the Programme

22 – 23 June, 2023

Faculty

The faculty for the programme will be professors from Administrative Staff College of India (Hyderabad and New Delhi Centres); professionals from the industry and from the network institutions of ASCI

Key Takeaways

- How does one influence others?
- Gaining awareness about our own influencing style
- How can you increase your influence?

Who should attend this program?

Professionals in business, industry, government, and non-government organizations who aspire to lead people and drive change

Pedagogy of the Programme

Instruction will be through lectures, case discussions based on Indian experiences, Indian Companies Data, published case lets will be used extensively to drive home the concepts

The faculty for this programme will be drawn from members of the ASCI Hyderabad and Delhi Centre and also eminent practitioners from industry.

Certificate of Participation

The College issues a Certificate of Participation on conclusion of the programme

Programme Fee

Rs. 20,000/- plus GST as applicable (presently 18%) per participant

Bank Details

Bank Name	State Bank of India
Address	Bellavista Branch, Raj Bhavan Road, Somajiguda, Hyderabad – 500082
Beneficiary Account Name	Administrative Staff College of India
Bank Account Number	62090698675
IFSC Code	SBIN0020063

Programme Schedule
Day 1 – 22 June, 2023

Session	Time	Topic	Content
	9:30 – 10:45 hrs	Introduction: Art of Influencing	To acquaint the participants with the ideas, concepts and practices of influencers and successes they achieve
Session I	11:15 – 13:15 hrs	Establishing Your Presence	Leveraging tools of communication, make others feel the presence
Tea Break			
Session II	14:15 – 15:30 hrs	Capturing People Related Data, Operations and Financial Data and Organising Them	How data, information, news and commentary influence us
Lunch			
Session III	16:00 – 17:30 hrs	The Science of Negotiation	The ground rules for successful negotiation

Day 2 – 23 June, 2023

Session	Speaker	Topic	Content
Session I	9:30 – 11:00 hrs	Flowering of Ideas	Creative dimension of influencing
Tea Break			
Session II	11:30 – 13:00 hrs	Motivating Team and Establishing Authority -	Best way to motivate employee with authority
Lunch			
Session III	14:00 – 15:30 hrs	Feedback as Tool for Performance Improvement	How feedback helps in influencing performance and plays influencers role
Tea Break			
Session IV	16:00 – 17:30 hrs	Developing Emotional Intelligent Leadership	It is the heart always that sees, before the head can see



ABOUT ASCI

ASCI is the first Management Development Institution set up in the country at the instance of the Government of India and industry in 1956 to impart state-of-the-art management education for practicing managers, a legacy that we proudly take forward with a strong alumni of over 1,63,000. We are proud of our alumni which includes the leaders of Indian industry and senior Civil Servants in the government, public sector undertakings to be a part of this unique organisation. We are thankful to you all for the support extended in the past and look forward to your continuing patronage in 2023-24.

Also, ASCI conducts customized programmes for Government of India, State Governments, Public Sector, Private Sector and various international organisations. Our experienced faculty bring to the table a wealth of academic credentials, rich industry exposure and act as a catalyst in the classroom discussions, case study analyses and tutorials. Our faculty also conduct international programmes which provide an exposure to the global best practices. In addition to this, faculty at ASCI also carry out large number of management research activities (typically about 100 each year) which helps them provide the much needed value addition in the training programmes. In addition, we conduct non-residential programmes at our New Delhi Centre as well as off-campus programmes at the venue of the client's choice.



Administrative Staff College of India

Bella Vista, Raj Bhavan Road, Khairatabad, Hyderabad - 500 082, India.

Telefax (Programmes Office) : 0091-40-23324365

Mobile: 9246203535, Phone : 0091-40-66534247

Fax : 0091-40-66534356

College Park Campus

ASCI, Road NO.3, Banjara Hills,
Hyderabad-500 034, Telangana, India
+91-40-66720700/01/02/05
+91-40-66720725

Delhi Campus

ASCI, C-24, Institutional Area, South of IIT
Behind Qutub Hotel, New Delhi-110016.
+91-11-26962204, 26961750, 26961850
+91-11-26866097



ADMINISTRATIVE STAFF COLLEGE OF INDIA

C-24, Institutional Area, South of IIT Behind Qutub
Hotel, New Delhi - 110016. India

Nomination Form
Art of Influencing

(22 – 23 June, 2023)

Nominee’s Contact Information

Name (Mr/Ms)	:	_____
Designation	:	_____
Organisation	:	_____
Address	:	_____
Phone(s)	:	Office: _____ Mobile: _____ Home: _____
e-mail	:	_____

Sponsors Details

Name of the Sponsoring Authority:	_____	Designation:	_____
Organisation	:	_____	
GSTIN Number:	_____		
Address	:	_____	
		Pin code:	_____
Phone(s)	:	Office: _____	Mobile: _____
e-mail	:	_____	

Fee particulars

Amount Payable:	Mode of Payment (DD/Ch/NEFT):
Name of the Bank:	Date of Instrument/Transfer:
Instrument Number:	UTR Number for NEFT

NOTE: Forward nomination form to:

Mr. MP Vijaykumar – +91 9958946421; vkumar36@rediffmail.com

Ms. Reine Twinkle – +91 8787812194; reine@asci.org.in

Administrative Staff College of India

C- 24, Institutional Area, South of IIT Behind Qutub Hotel, New Delhi - 110016.

+91-11-26962204, 26961750, 26961850, +91-11-26866097