



## Leadership: Influencing People & Managing Change

Improve your leadership effectiveness.  
Build a collaborative, successful work environment.

Rated with  
**4.6/5**

Leadership and influencing skills are crucial to any professionals who want to practise and increase their effectiveness in dealing with people or to expand their capacity to perform in a leadership role. The **Leadership: Influencing People & Managing Change** program focuses on improving these capabilities, both at the interpersonal and the organizational level. Participants will enhance their skills in influencing people in business interactions, as well as in leading and managing change throughout an organization.

This interactive program is intensive and hands-on. It starts with an interpersonal efficiency perspective

## How you will benefit

- ✔ Increase your effectiveness in dealing with people
- ✔ Develop and practise your influence capabilities
- ✔ Develop and practise your leadership capabilities
- ✔ Expand your capacity to perform in a leadership role
- ✔ Improve your behaviors in one-on-one interactions
- ✔ Improve your use of non-verbal behaviors
- ✔ Learn to deal with negative reactions
- ✔ Learn about strategies of indirect influence
- ✔ Enhance your influence in groups
- ✔ Lead groups toward better decisions
- ✔ Gain a better understanding of barriers to change
- ✔ Learn about strategies on how to lead change
- ✔ Learn about behaviors to implement change

## Who should attend

- ✔ Relevant to any professionals who want to practise and increase their effectiveness in dealing with people or who want to expand their capacity to perform in a leadership role
- ✔ Executives and managers who want to develop their leadership & influence skills

(to enhance participants' immediate, interpersonal impact) and finishes with an organizational efficiency perspective (to enhance participants' long-term, organizational impact). It is based on:

- Role-plays from top business schools
- Real-life cases and examples from various countries and organizational settings
- Case studies from top business schools
- Movie clips
- Empirical, behavioral research

- ✔ Professionals in liaison roles
- ✔ Professionals in change management roles
- ✔ Team leaders, Project leaders, Senior managers
- ✔ Department heads & Business Unit directors

## Faculty



A French/Moroccan national, **Marwan Sinaceur** was a Professor of Organizational Behavior at INSEAD for 13 years. Currently, he is Full Professor at ESSEC Business School in Paris.

He received his PhD in Organizational Behavior from the Stanford Graduate School of Business, Stanford University, USA. At Stanford, he was a graduate fellow at the Stanford Center on Conflict and Negotiation.

Marwan has taught negotiation, influence, and leadership to MBAs, managers, and senior directors for over 25 years. He has conducted empirical research in social psychology and in management, which focuses on negotiations, influence, emotions, group decision-making, change management, and culture. His research has been published in leading research journals, such as the Journal of Applied Psychology, Psychological Science, Nature Human Behaviour, and Organizational Behavior and Human Decision Processes.

Prior to pursuing his PhD, Marwan Sinaceur held sales and commercial management positions at Procter & Gamble, Airbus, and Hewlett-Packard.

# Program Content

## Day 1: Efficient influence & communication behaviors

Focus is on reinforcing key communication behaviors that work across a wide range of business and organizational situations. The goal is to practise behaviors, in an interactive and concrete way, that help better manage relationships with others and achieve better results for you, including in tough and stressful environments.

- Role-play
- Real-life business cases & examples about efficient influence; hands-on practice
- Efficient behaviors & persuasion

## Day 2: Influence across levels

Focus is on ways to enhance influence while taking into account the social/organizational context or the group context. For example: applying influence through indirect means (i.e., through other people or other communication channels); leading a group toward a better decision.

- Real-life business cases
- Leading groups toward better decisions
- Leading by influence in teams & groups

## Day 3: Leading change

How to lead, foster, and implement change throughout the organization. For example: understanding psychological and organizational barriers to change; discussing strategies to lead and foster change; discussing concrete behaviors to implement change; what makes effective change leaders in today's organizations.

Case study about leading and implementing change in a business organization

- Understanding barriers to change
- Leading & inducing change in an organization: an action plan
- Frameworks to analyze & assess change
- Take-aways for participants



This program is eligible for **18 CE credit hours** as granted by CFA Society VBA Netherlands

🕒 3 days

📅 Check AIF.nl for dates

💰 € 3,600

# Enrolling & Practical Information

## Enrollment requirements

AIF considers each enrollment application carefully to ensure the quality and level of the program is maintained and that participation of candidates is beneficial to both themselves and their organizations. The general prerequisite for all AIF programs is the possession of an academic or equivalent degree, as well as proficiency in English and practical experience.

## Accommodation

AIF has special corporate rates available for participants at a number of hotels in central Amsterdam.

## Certificates

An AIF certificate of attendance is awarded to all participants who successfully complete the program.

## Program location

The programs are held in the center of Amsterdam, within an easy walk from Amsterdam Central Station, and within 30 minutes from Schiphol international airport.

## Program fees

Program fees include tuition, all comprehensive program materials, books, and any software that is required for the program, as well as luncheons and daily refreshments. Accommodation is not included.

## In-company programs

For information on how AIF can add value to your organization via a tailored in-company program, please contact AIF directly at: +31 20 520 0160.

**Ready to learn more? Find your program and reserve your place at [AIF.nl](https://www.aif.nl)**

## About Amsterdam Institute of Finance

AIF is a global financial innovation and education institute headquartered in Amsterdam. Through our open enrollment programs in Amsterdam and our in-company programs throughout the world, we connect ambitious professionals with the best minds in finance and other related topics. Taking part in one of our programs is a direct investment in your personal future and the success of your organization.

### This is what makes the AIF experience unique:

- We believe in responsible, sustainable and inclusive finance
- Our clients, rather than profits, come first
- AIF is an independent and not-for-profit foundation, which allows us to cherry-pick our faculty from the world's leading business schools, such as INSEAD, Oxford, Kellogg, Cambridge Judge and others
- AIF delivers top quality programs. Our alumni give our faculty an average rating of 4.6 out of 5.0
- Enrollment in one of our programs means you become part of the AIF network, connecting you to professionals from more than 1,200 organizations in over 110 countries

