



Workshop on
Influencing skills, motivation
strategy &
moments that matter



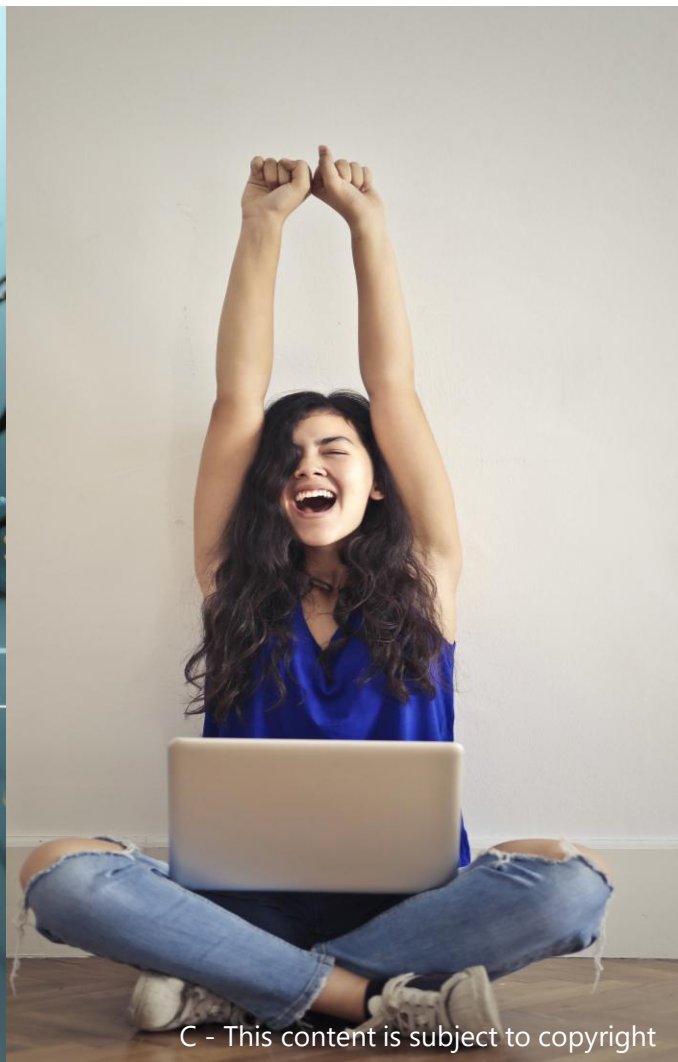
Do you want to influence your stakeholders?

Do you want to have motivated employees at work?



Do you have a workshop/journey for your managers/ leaders to not just learn the science of Influencing, motivation rather create a strategy & apply it to create moments that matter for everyone?

We partner to solve the puzzle with a creative twist, with a 1-day workshop on 'Influencing skills, motivation & creating moments that matter' for your leaders!



Offering 6 b iii) Influencing skills, motivation, moments that matter

Workshop Flow / Agenda

Understand and :

- 1.State what is influencing, behavior and actions to influence & components to build trust
- 2.Interpret 7 steps & currencies of Cohen Bradford's influencing model & influencing conversation strategy
- 3.Summarize ways to motivate with 7 motivation theories & moments that matter

Create your own solution :

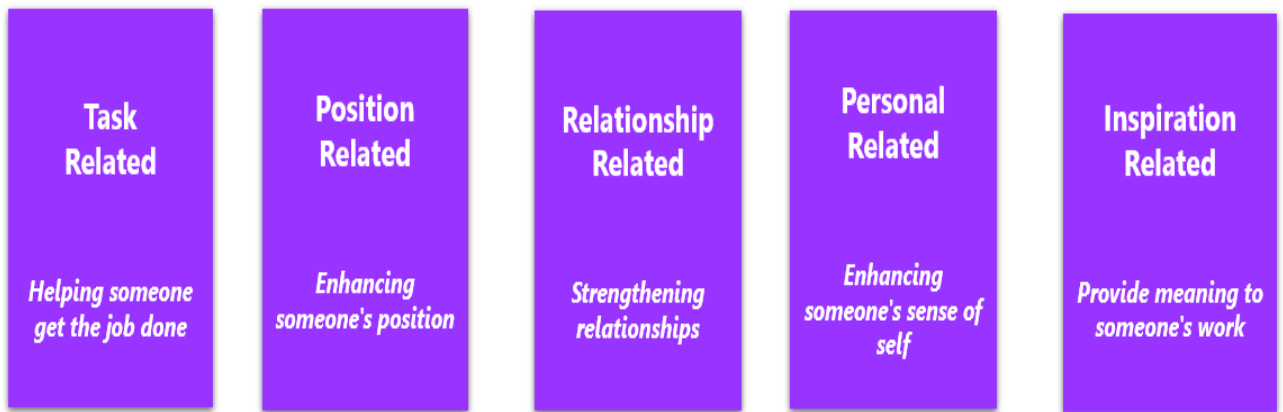
- 4.To craft a strategy to influence a stakeholder based on Cohen Bradford's model
- 5.To motivate an individual based on motivation theories & create moments that matter

This workshop uses design thinking techniques & creative tools like puzzle, mix & match, guess the c, stealth learning carnival, bon fire & more

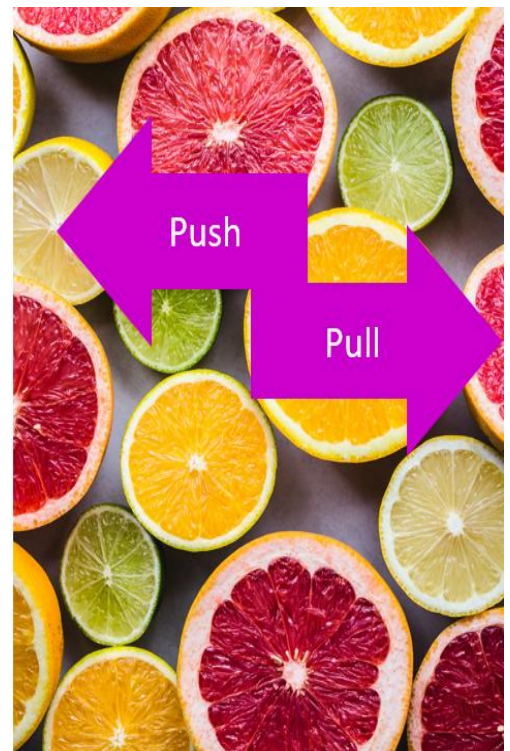
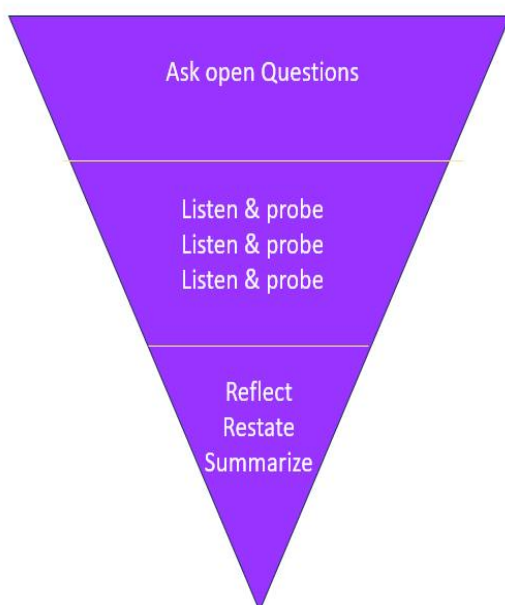


6 b iii) Influencing skills, motivation, moments that matter-literature samples

2. Mix & Match Cohen brand fords Currencies of Exchange



2. The Influence Conversation



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6 b iii) Influencing skills, motivation, moments that matter-literature samples

3. STEALTH TOOL CARNIVAL

7 motivation theories



Motivational theories contextualized to Business context & Digital Era

i. Maslow

iii. Equity

v. 2 Factor principle

ii. X,Y

iv. ERG

vi. Reinforcement

vii. V rooms expectancy

3. Moments that matter

Moments that matter are the touchpoints people encounter during their journey that have an outsized impact on the employee's experience. Knowing various motivation theories will help us carve a strategy for creating Moments that Matter!



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A group of diverse people, including men and women of various ethnicities, are running and cheering in a park. They are wearing casual athletic wear. The background shows trees and a clear sky. The text is overlaid on the image in a bold, white font.

**Let's upskill your Leaders on
'Influencing skills, motivation &
creating moments that matter'
in just 1 day!**