



The brightest minds in finance

# Leadership: Influencing People & Managing Change

# Improve your effectiveness by building strong collaborations

The Leadership: Influencing People & Managing Change program centers around leadership capabilities: exerting your influence and steering change, both at the interpersonal level and at the organizational level. It is placed in the context of finance, as a department or as a service, and role and responsibilities of the finance professional. In signaling, advising and 'guiding into the right direction' these leadership skills are indispensable.

Participants will strengthen their skills in influencing people in business interactions, as well as in managing change throughout an organization. They will augment their effectiveness in bringing about behaviors which contribute to better decision-making and greater organizational results.

This highly intensive and hands-on program covers three critical components divided over three days:

Day 1: Strong influence & communication behaviors

Day 2: Influencing across levels - Applying indirect influence & be a leader in groups

Day 3: Leading change - Understanding how to make change happen

## How you will benefit

By attending the program, you will

- Augment your effectiveness in dealing with people
- Strengthen your leadership and influencing capabilities
- Expand your situational overview and leadership toolkit
- Enhance your behaviors in one-to-one interactions
- Improve your understanding and use of non-verbal behaviors

## Who should attend

The **Leadership: Influencing People & Managing Change** program is relevant to finance professionals and managers who seek strategies and tools to strengthen their effectiveness in dealing with people, steering change and are keen to expand their leadership capacities.

Please contact us should you feel the need to verify your level of knowledge, and/or the relevance of your work context.



# Program at a glance

## Day 1

### Strong influence & communication behaviors

- Understanding underlying interests despite conflict
- Formal versus informal influence
- How to understand what your counterpart values
- Efficient behaviors & persuasion
- Understanding the power of non-verbal behaviors and emotions

## Day 2

### Influencing across levels

- Understanding and mapping the organizational context
- Understanding the social context of relationships
- Indirect/side influence
- Leading groups toward better decisions
- Leading by influence in teams & groups

## Day 3

### Leading change

- Leading and implementing change in a business organization
- Understanding barriers to change
- Psychological / individual barriers to change
- Organizational / collective barriers to change
- Leading & inducing change in an organization:  
An action plan

3 days | € 3,950 | Check AIF.nl for dates

**"Reach goals more effectively by influencing people and managing change."**

Professor Marwan Sinaceur, ESSEC Business School Paris, France

# The expert

Meet the brightest minds in finance. Learn from the world's leading finance academics and experienced corporate executives.



## Marwan Sinaceur

was a Professor of Organizational Behavior at INSEAD for thirteen years. Currently, he is

Full Professor at ESSEC Business School in Paris. While at INSEAD, Marwan received the Deans' Commendation for Excellence in MBA Teaching twice and he also was co-director of the INSEAD Behavioral Research Center.

Marwan Sinaceur 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.

Professor Sinaceur has taught negotiation, influence, and leadership to senior directors, directors, managers, and MBAs 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, the Journal of Experimental Social Psychology, and Organizational Behavior and Human Decision Processes. It has been covered in media such as Business Week, Harvard's Negotiation Journal, Insights by Stanford Business, INSEAD Knowledge, and the Wall Street Journal.



## 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 20 246 7140.

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

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