Communicating and Engaging Upwards Effectively (1-Day)

Background
When one traces back the success journey of top entrepreneurs, politicians, stellar sales executives or any outstanding movers and shakers of the world, you'll realize they did not pull it off all on their own. Instead, they worked diligently and moved far with a team. But more importantly, they connected upwards with "influencers" in their lives. We call these people our sponsors, mentors, bosses, investors et al.

In this one-day program, you’ll master the psychology of being a skillful connector that has the depth (hint: it's not just about the handshakes and smiles at the networking mixers) and bandwidth to connect with the multiple stakeholders in your life. You’ll also be introduced to a suite of tools to enhance and systemize the process of connecting so you’ll spend more time building quality, meaningful and lasting relationships.

Methodology
The program will allow attendees to first recognize their limited beliefs when communicating and engaging people of influence and power. If you are to ask your professor out for coffee this very instant not as a capacity as a student but as a mentee or even, friend, what will your thoughts be?

Through the various exercises and frameworks, attendees will be better understand their personal challenges when it comes to connecting and engaging upwards and also start up a personal action plan to identify a group of key influencers who will be able to help you get to your ideal end points in life faster, though not without tremendous hard work on your end.

Objectives
1. To identify and handle key personal challenges when it comes to communicating and engaging upwards
2. To set up and take action on a systematic personal action plan to progressively build your network of influencers for present and future success

Content Overview
1. Understanding yourself before the connection game
   a. Identifying key personal barriers and take a quick dive as to how those challenges occurred in the first place
   b. Applying strategies to overcome those barriers and understand the psyche required to connect with influencers
2. Progressive action plan to build your network of influence
   a. The 5W1Hs of connecting with influencers
   b. Identifying and creating the value you can give for your influencers
3. Strategies to stand out among your peers
   a. Leveraging content marketing strategies to showcase your expertise and influence
   b. Actively connecting outwards via real-time events and social media to break through to new networks