



MARKETING LEADERSHIP & INFLUENCE

Why this program?

"Leadership is the capacity to create a compelling vision and translate it into sustained action."

Warren Bennis

"Influence may be the highest level of human skills"

Author unknown

When you stop and think about it, marketing is one of the most important, yet weakest, functions in any business. Those in marketing are charged with understanding the market, configuring a firm's "offering" to address unmet buyer needs, and achieving profitable sales. Yet marketing has no command authority over any other function in the business, or customers. Marketing is *dependent* on R&D, manufacturing, regulatory, legal, quality, and sales to "get it right" before marketing can achieve its goals.

Because of this paradox, marketers must possess and use capabilities never taught in marketing classes; leadership and influencing skills.

It is impossible to envision a successful marketer who fails to have a vision, fails to inspire colleagues to achieve more than thought possible, and is unable to get work done *through* others.

Leadership and influencing skills are fundamental to marketing success.

PROGRAM OBJECTIVES

This inspiring and highly interactive program offers an important opportunity for you and your colleagues to learn and put into practice skills essential to successful marketing leadership and positive influence. This course is for all marketers, whether or not you have employees who report to you, because to affect change and accomplish marketing goals requires leadership and influence skills.

In this dynamic course you will:

- Learn the universal components of effective leadership, identify the characteristics of a successful leader by comparing your choice of a "good" or "poor" leader in each of the universal components, evaluate your own leadership strengths and weaknesses by comparing yourself with the "good" and "poor" leader, and how to develop an action plan for improving your leadership skills and abilities in your role as a marketer.
- Learn about the psychology of persuasion and to inspire others to comply with your requests using six influence tools that have been shown to work in all human endeavors.

How have past participants responded?

- *"This course is exactly what I need and have requested. I've had to learn to give myself permission to lead, even though I am not at a higher management level."* Edwards Life Sciences, Irvine, CA
- *"Excellent session!"* Abbott Diabetes Care, Toronto
- *"The discussion about how to apply our real-life, day-to-day situations is the most useful."* Rohm and Haas, Phoenix
- *"This is a great opportunity to grow, challenge our assumptions and learn from each other. I enjoy this time to reflect on how I am doing and energizes me to be better."* ATMI, Phoenix



What will you learn?

In this one-day **MARKETING LEADERSHIP & INFLUENCE** program you will address numerous issues of importance to all marketers, including:

MARKET CULTURE: THE FOUNDATION OF SUPERIOR BUSINESS PERFORMANCE

- Examining this important strategic concept and its short-run and long-run link to superior business performance.
- Developing strategies to use market culture to grow your sales and profits.

HOW MARKETING GETS DONE

- Responsibility without authority
- Interdepartmental dependence and its implications
- The role of emotional connection for all stakeholders

THE UNIVERSAL COMPONENTS OF LEADERSHIP

- Six Major Task Components of Organizational Leadership
 1. Vision
 2. Management
 3. Empowerment
 4. Diplomacy
 5. Feedback
 6. Entrepreneurialism
- Three Personal Components of Organizational Leadership
 1. Personal Style
 2. Personal Energy
 3. Multicultural Awareness

THE SIX PRINCIPLES OF INFLUENCE

- Liking—People like those who are like them, and like them
- Reciprocity—People repay in kind
- Social Proof—People follow the lead of similar others
- Consistency—People fulfill written, public, and voluntary commitments
- Authority—People defer to experts who provide shortcuts to decisions requiring specialized information
- Scarcity—People value what's scarce

“Increasingly, those in managerial jobs can be usefully thought of as people who create agendas with both plans and budgets (the management part) and visions and strategies (the leadership part), as people who develop implementation networks both through hierarchy (management) and a complex web of aligned relationships (leadership), and who execute both through controls (management) and inspiration (leadership)..”

John P. Kotter
Harvard Business School

Who Should Attend?

MARKETING LEADERSHIP & INFLUENCE is for all professional marketers and intact marketing teams.

Participant titles may include, but are not limited to:

- Product Manager
- Marketing Manager
- Pricing Manager
- Marketing Specialist
- Marketing Associates
- Channel Manager
- Sales Manager
- Communications Manager
- Communications Specialists
- Market Research



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