INFLUENCE IN ROOMS YOU DON'T RUN

GET BUY-IN WITHOUT THE TITLE

Workshop

HALF-DAY WORKSHOP • 3 HOURS

WORKSHOP DESCRIPTION

Most influence doesn't happen from the head of the table. It happens from the side of it.

Your best people have the right ideas. What they don't have is the title to make them happen. So they pitch in the meeting, watch the idea stall, and decide it isn't worth the fight next time.

The problem usually isn't the idea. It's everything around it. Most people spend all their energy on how to say it and almost none on who needs to hear it first, what that person cares about, and whether there's enough trust in the relationship to carry it.

In this workshop, Justin Patton shows that influence isn't manipulation. It's getting people to move willingly. Participants learn to build relational capital before they need it, map who really decides and who could quietly block, frame a message with a proven structure that moves people to action, and turn toward the tough conversation when they hit resistance. Every tool gets applied to a real person or project they're working to move right now.

Influence isn't a position. It's a practice.





WHAT PARTICIPANTS WILL PRACTICE

- Name the barriers limiting your influence and which ones you can control
- Build relational capital through small, consistent trust deposits
- Map who decides, who influences, who could block, and who implements before you pitch
- Frame your message with a proven structure that moves people to action
- Use the STEAM model to turn toward the tough conversation when you meet resistance

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WORKSHOP DETAILS

TIMING
Half-day workshop. Three hours + breaks.

DELIVERY METHOD
In person or virtual

MATERIALS
A workbook and a personalized Trust Audit for every attendee.

PARTICIPANTS LEAVE WITH
An influence plan for a real person or project they're working to move.

PROGRAM BEST USED WHEN

- Your best people have the right ideas but not the title to make them happen
- You're developing high-potential leaders who need to lead across the organization, not just down
- Your organization runs on committees, boards, and cross-functional teams where nobody is in charge
- Your specialists and project leads need buy-in from people they don't manage
- Good ideas keep stalling because people pitch them in the meeting instead of building support before it







WHAT CLIENTS ARE SAYING

"Justin Patton brings so much energy and passion to each of his presentations. And the most important thing is that people walk away having learned something and being able to apply it in their day to day."

TERRI STEEB GRONAU, *VP of Division II at NCAA*

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