COMPLEMENTARY TRAINING MANUAL FOR USERS

SKILL DEVELOPER: INDEPCIE

NAME OF THE SKILL: LEADERSHIP AND SOCIAL INFLUENCE.
Social influence refers to the way in which individuals change their behaviour to meet the demands of a social environment. It takes many forms and can be seen in conformity, socialization, peer pressure, obedience, leadership, persuasion, sales, and marketing. Typically social influence results from a specific action, command, or request, but people also alter their attitudes and behaviours in response to what they perceive others might do or think.

COMPETENCES:

- Use and implementation of social influence techniques.
- Identification of social influence tools towards others or ourselves.
- Application of social influence in the workplace.
- Development of self-leadership
- Prevention of negative effects for the lack of social influence

OBJECTIVES:

- Understand the implications of social influence in the workplace.
- Discover the six basic techniques of social influence.
- Assume the power of conversations in the structure of the organization.
- Develop social influence as a way to self-leadership.
- Predict weaknesses and risks for the absence of social influence.

OUTCOMES:

- Implement techniques of social influence.
- Identify how others may try to influence us.
- Leadership understood as capacity of incluence.
- Shared leadership and its effects over the organization.
- Persuasion and influence.

INFO ABOUT THE EXPERT:

Name: Ana López Sousa.

Short bio: Founder of Glocalchange. She is a creative coach, member of the ICF (International Coach Federation). Film and television scriptwriter. Consultant and script analyst. She has worked as a script and writing coordinator, assistant director of television programmes.

Degree in Journalism (University of Seville). Diploma of Advanced Studies with the research work "Coaching: a conversational narrative of experience and identity", by the "Doctorate of Literature and Communication III" of the University of Seville. Master's Degree in Management of Audiovisual Companies from the University of Seville. Coach by The International School of Coaching. Training in Neurolinguistic Programming. Diploma of Expert in Executive and Organizational Coaching at the University of Seville.

She has given courses, conferences and workshops on coaching, creativity and innovation applied to the company, relaxation and stress control, film and television scripts in universities, private institutions and companies. Teacher of the subject "Management Skills" in the Management area of Loyola Leadership School. Coordinator of the "Personal and Professional Development Processes" in the "Leaders for the World" Program.

Position. CEO and Founder in GlocalChange and teacher in Loyola University.

The company: Loyola University is the eleventh university in the Andalusian university system and the first private university for social initiative in Andalusia. The 'Leaders for the World' program is a degree from Loyola University, which certifies it as a Specialization Program. It is a high performance program, with the person as the axis and center, which combines the development of capacities, skills, competences and values.

HOW TO IMPROVE THIS SPECIFIC SKILL:

- **Link to the podcast:**

  - http://lacjum.8p.pl/fs2022/IO1/pod/7/2.mp3

- **Bibliography:**

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  https://medium.com/predict/the-psychology-of-social-influence-6c3cab15a8b2

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  https://medium.com/@alyjuma/the-6-principles-of-influence-how-to-master-persuasion-2f8c581da38b#:~:text=Learn%20about%20the%206%20principles,and%20get%20what%20you%20want.&text=In%20it%2C%20Cialdini%20introduces%20the,liking%2C%20authority%2C%20and%20scarcity.

  - Principles of Persuasion.
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- **Videography:**

  - The Social Proof Principle The Six Principles of Influence.
    https://www.youtube.com/watch?v=grxQa2o-jCg

  - The future of social influence.
    https://www.youtube.com/watch?v=QSi-K0KhIMQ

  - What Is Social Influence?
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- Social influences | Individuals and Society
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