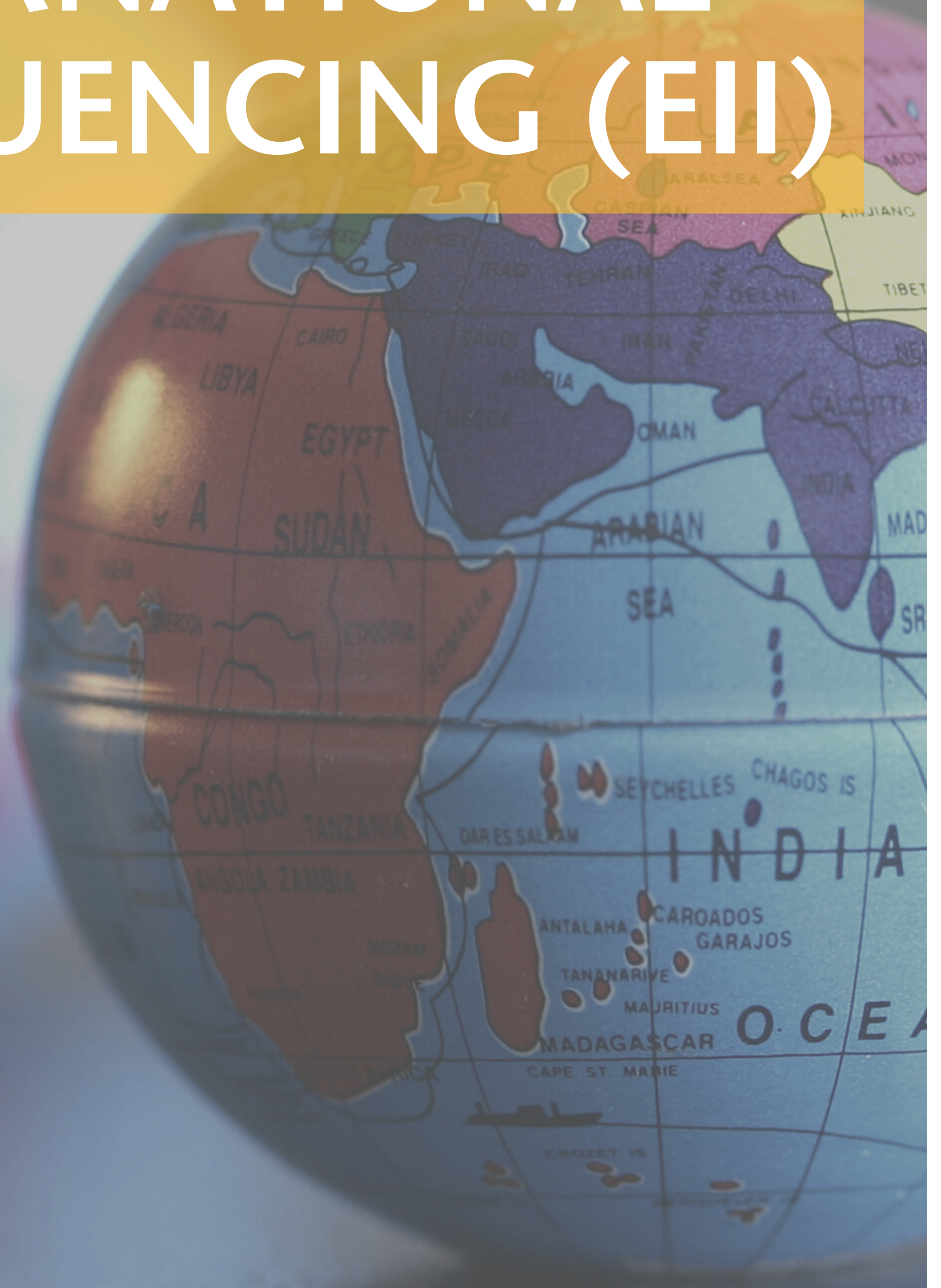


TRAIN THE TRAINER CERTIFICATION PROGRAMME

EFFECTIVE INTERNATIONAL INFLUENCING (EII)




WorldWork[®]
Learning for global success



York Associates

TRAIN THE TRAINER CERTIFICATION PROGRAMME

Influencing is one of the key business and leadership skills for professionals working internationally today.

It's vitally important for people developers, trainers and coaches to develop their understanding of influencing in a multicultural context, so that they can help their clients to become more effective influencers.

Designed for English language trainers and intercultural practitioners, the EII programme focuses on measuring and developing international influencing competences. For greater impact, the programme's 4S framework has been designed around WorldWork's International Preferences Indicator (IPI) psychometric in its backbone.

1 -- IPI Scope

Improve your understanding of the scope and challenges of international influencing.

2 -- IPI Strategy

Help your clients form more effective influencing strategies.

1 -- IPI Style

Gain new tools, and materials for developing wider range of influencing behaviours.

2 -- IPI Success

Enable yourself and your clients to achieve sustainable success with the IPI framework.

TRAIN THE TRAINER CERTIFICATION PROGRAMME

UNIQUE AND PRACTICAL TRAINING TO HELP YOU SUCCEED

The programme will enable participants to:

- Better understanding the challenges of influencing in an international professional context
- Explore different approaches to influencing internationally
- Map personal influencing styles using the IPI tool
- Help their clients to adapt their influencing style to culturally diverse contexts
- Integrate 10 IPI dimensions and 5 Cultural Influencing Styles into their own training programmes and curriculums
- Promote, sell and deliver the EII programme as a face to face or remote learning solution

Participants will take part in a highly interactive, personalised learning journey and not only gain new knowledge and skills but also receive practical materials to use with their clients and become certified to use the IPI psychometric tool and training process.

Key features of the programme:

- A full set of training materials that you can integrate into your training programmes
- Insights into influencing in a professional context, with inspirations and ideas to support your own influencing skills training
- Access to a platform where you can create and run blended learning courses

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ABOUT THE INTERNATIONAL PREFERENCES INDICATOR (IPI)

The IPI framework is made of 5 'push' and 5 'pull' competences which coincide with one another. Conscious use of them helps individuals achieve success in international collaborations.

- 'Push' is a strong, assertive style with a focus on taking some risks to deliver on commitments.
- 'Pull' is a flexible style with a focus on adapting to different cultural ways of behaving.

Push Competences



Inner Purpose



Spirit of Adventure



Resilience



Focus on Goals



Exposing Intentions

Pull Competences



Flexible Behaviour



Welcoming Strangers



Acceptance



New Thinking



Attuned

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LEARNING SUITED FOR THE MODERN LEARNER

Our blended learning methodology seemingly integrates technology and digital media with facilitated, virtual classroom activities, giving learners more flexibility to customise their learning experiences.

The programme is offered as blended, with virtual sessions and access to online modules or as a digital-only package.

DESIGNED AND DELIVERED BY EXPERTS

WorldWork Ltd has been an internationally recognised creator of psychometric tools and learning solutions for global success since 2002. Their approach to developing international effectiveness has always been rooted in the concept of 'knowing oneself first'.

York Associates has been an industry-leading pioneer in the field of professional English, international communication training and teacher training since 1980. Their philosophy has always been: 'better language doesn't always equal better communication'.

Together, they are the perfect force for designing learning for global success and ensuring that the learning goes beyond language and into the essential skills that enable educators and educational organisations to achieve their goals of educating future leaders.

[CLICK HERE TO REGISTER YOUR INTEREST TODAY](#)