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SHRM Selects Hall of Fame Speaker Marjorie Brody to Present Influencing Session at 2017 Talent Management Conference April 25

Jenkintown, PA – Not sure how to gain buy-in for that great new idea which will create more effective processes for your project? Stymied by other teammates who don't share your point of view on an issue?

It can be frustrating and unproductive when faced with an inability to influence others to action or to agree with your recommendations.

The good news is that it IS possible to influence others without having direct authority over them.

HR and talent management professionals can learn how during the Society for Human Resource Management Talent Management Conference & Expo on April 25, 2017. **Hall of Fame speaker Marjorie Brody** was invited to deliver her "Who Needs a Title? Influence Without Authority" session at this event, to be held in Chicago.

Influencing without authority is a hot topic in large part because in workplaces everywhere, no matter what industry or size, it's often challenging to get all the work done each day. Projects are delayed, and deadlines missed and it all boils down to influence -- or a lack thereof.

Why are some people more effective at influencing than others? What is it that they do or say? Marjorie's interactive workshop shares strategies and skills for influencing without authority.

During Marjorie's session, participants will learn and practice techniques that enable them to be more influential in the workplace, including how to:

- Recognize influence requirements for current and future initiatives
- Leverage the building blocks of influence using (CRC)² model – Competence & Clarity, Relationship & Reputation and Communication & Conversation
- Apply influence skills to build support for organizational initiatives and affect change

Brody, the Founder & CEO of leadership communication training company BRODY Professional Development, said, "It doesn't matter whether you are a new hire or seasoned manager, it's possible to learn strategies to influence colleagues and managers without having the direct authority over them."

For more information on Marjorie's presentation, to book her for an interview, or receive a review copy of her book *Influence Without Authority: People, Projects, Progress*, contact Miryam S. Roddy at 215-886-1688.