

OPEN ENROLLMENT PROGRAM

CUSTOM BUILT available

Please contact us at fide@asb.edu.my



THE PRACTICE OF LEADERSHIP USING TECHNIQUES OF INFLUENCE

Faculty
Prof. Shailendra Raj Mehta



8 November 2024
9:00am – 5:00pm



RM 3,000
before SST



Program Overview

Harry Truman once said, “A leader has two important characteristics. First, he is going somewhere. Second, he is able to persuade other people to go with him.” Research indicates that there are only nine principal techniques of persuasion. They each have their plus and minus points. Each technique may be used in conjunction with some other techniques but may not be used with others. Yet, they all have their uses. However, most individuals habitually use only a limited range of persuasion techniques.

Abraham Lincoln, the 16th president of the United States, often ranked as the greatest American president and also regarded as one the greatest statesmen the world has ever seen, is a rare leader who used all the nine influence techniques. His fame largely rests on the fact that he removed the stain of slavery from the American history via the passage of the 13th amendment to the U.S. Constitution.

The sequence of events leading up to the passage of the 13th amendment, have been dramatized in Steven Spielberg’s 2012 movie – Lincoln. It is one of the finest movies ever made on leadership, decision-making and strategy. An Oscar-winning title performance by Daniel Day-Lewis, an all-star cast, a great director, excellent cinematography, and a stellar script bring to life the gut-wrenching choices that different people had to make. The film was based on the book, *Team of Rivals: The Political Genius of Abraham Lincoln* by Doris Kearns Goodwin. The book had a transformative impact on President Barack Obama, who went so far as to say that this was one book that he could not live without, and who emulated Lincoln’s choices in forming his own cabinet.

This unique program will use the Lincoln movie as a case study for leadership and influence techniques. It includes a session where participants will watch the movie together to identify the nine influence techniques used by the US President throughout the movie, that will serve as a backdrop to analyze the effectiveness of each of the influence techniques.

Learning Outcomes

At the end of the program, participants will be able to:

- Explain the importance of persuasion in leadership
- List the nine techniques of influence and their pros and cons
- Explain the research behind the effectiveness of each of the nine techniques
- Discuss how the techniques can or cannot be combined for greater effectiveness
- Identify their own leadership “signature” (or habitual patterns) of using particular influence techniques
- Broaden their leadership repertoire to include all the nine techniques.

Who Should Attend?

- Board of Directors
- Senior Management
- Heads of Departments
- Anyone who might find this program helpful.

Program Outline

Session 1: Setting the Stage

We will begin the program by sharing background information about the movie including the state of the USA at the time Lincoln was elected President. This will help to contextualize the movie. We will also set up Lincoln's decision-making dilemma and discuss his strategic choices.

Session 2: Watching the Lincoln Movie

In this session, participants will watch the Lincoln movie while making mental notes of the different influence techniques that the US President and others used in each of the fifty scenes in the movie.

Session 3: The Nine Influence Techniques

This session will discuss the role of the nine influence techniques in implementing Lincoln's strategic decision.

Session 4: Experience Sharing

In this session, participants will engage in small group discussion about the influence techniques - how they themselves used a particular influence technique or how it was used with them. A de-brief will follow that will allow participants to share their experiences with the class.

Session 5: Research and Learnings

In this session, research on the nine influence techniques will be shared. This will be followed by a discussion on the learnings from the research and how the findings may be applied in real life.

Faculty



Dr. Shailendra Raj Mehta is the O.P. Jindal Distinguished University Professor at O.P. Jindal Global University, India (one of the three private universities recognized as Institutions of Eminence by the Government of India) and Distinguished Visiting Professor, at Asia School of Business, in Kuala Lumpur, Malaysia. His prior appointments were as President and Director of MICA and Distinguished Professor of Innovation and Entrepreneurship, Chairman of the Board of Management at Auro University where he was Acting Vice Chancellor and Distinguished Professor of Strategy, and Provost & Vice Chancellor of Ahmedabad University. He returned to India in 2006/7 to head the collaboration between Duke CE (Duke University's Corporate Education Arm) and IIM-Ahmedabad as Regional Managing Director for India, West Asia, and the Middle East and as Visiting Professor of Business Policy at

IIM-Ahmedabad. Before that, he was at Purdue University for 16 years, where he taught Economics and Strategic Management.

While at Purdue, he co-founded Simulex Inc., a high technology company in the Purdue Research Park. Currently, he is a co-founder of a Fintech startup, S-Ancial, of which he also serves as the Chairman. He is also on the Board of one India's leading publicly traded companies.

Over the years, Dr. Mehta has consulted with and taught senior executives worldwide including executives from North America, Europe, Africa and Asia. The companies that he has worked with at the CEO, CXO or board level include the Bajaj Group, Bharat Petroleum, Black Management Forum of South Africa, Eli Lilly, Genpact, Honeywell, IBM, Infosys, Lockheed Martin, Medtronic, Microsoft, P&G, Price Waterhouse Coopers, State Bank of India Tata Group, Vedanta and many agencies of the Indian and US governments, among others.

He has done extensive research in the areas of Entrepreneurship, Industrial Organization, Information Economics and Experimental Economics. His research was the subject of a full-length review by the Economist. His work on creating world-class universities has been discussed around the world and profiled in over ten languages including Chinese, Russian, French, German and Arabic among others. He has a new book coming out, *Global Governance Futures: Digital Transformation and Democratic Reform*, Routledge Publishers, USA (Taylor and Francis Group), jointly edited with Preeti Shroff, Jagdish Sheth, and John Garrison.

His BA and MA are from Delhi University (St. Stephen's College and Delhi School of Economics respectively), his MPhil is from Balliol College, Oxford, and his PhD is from Harvard.



**ASIA School
of Business**
in collaboration with MIT Sloan Management

Iclif Executive Education Center

To learn more, contact ExecEd@asb.edu.my

Asia School of Business Iclif Executive Education Center
ASB Academic, No 11, Jalan Dato' Onn, 50480 Kuala Lumpur
Phone: +603 2023 3000

asb.edu.my



asbiclif



@asb.iclif



@asb.iclif



asbiclif