

# Sample Workshop Agenda

## Presence, Influence & Persuasion The One Assumption Method™

This is a sample agenda. All sessions are tailored to the specific needs and objectives of the group.

### What This Delivers

Participants leave able to:

- Influence more effectively across functions and levels
- Speak with clarity and confidence in high-stakes situations
- Navigate challenge and resistance without losing impact
- Ensure their expertise is heard, understood, and acted on

### Meet Your Facilitator

Tina Cantrill works with experts who are usually right and often ignored.

With over twenty years in business, including thirteen years in senior executive roles, she understands what happens in complex, knowledge-driven environments: expertise alone doesn't create impact. Influence does.

Her work focuses on closing that gap.

Tina doesn't teach influence and presence as soft skills. She teaches them as performance skills that determine whether your ideas are heard, trusted, and acted on.

She works extensively with medical affairs, regulatory, scientific teams, and clinicians where influencing without authority is not optional; it's an essential part of the job.

Her sessions are direct, practical, and focused on behaviour. Because insight doesn't change anything; behaviour does.



*Tina*  
CANTRILL

# Day One: Shifting How You Show Up & Influence

## Welcome & Context Setting

Aligning on objectives, expectations, and what success looks like

## The Assumptions Driving Your Behaviour

- Identifying the hidden assumptions shaping your reactions
- Understanding how assumptions influence communication and decision-making
- Learning how to choose assumptions that lead to better outcomes

## From Persuasion to Influence

- The difference between persuasion and influence, and when to use each
- Influencing without authority in complex environments
- Using emotional intelligence to strengthen impact
- Building influential - not just functional - relationships

## Leading Performance with Clarity

- Feedback, coaching, and performance management: what's the difference?
- Setting clear expectations that actually drive behaviour
- Holding accountability without creating resistance
- Applying concepts through real-world scenarios

## Key Takeaways & Reflection

Consolidating learning and identifying immediate actions

*"In my 25-year career, this was the most effective session I've attended on influence and persuasion.*

*Dr Alex Lang, J&J*

## Day Two: Speaking Up, Holding Ground & Driving Outcomes

### Owning Your Seat at the Table

- Moving from participation to influence
- Communicating your value with clarity and confidence
- Asking questions that shift thinking
- Being heard in high-stakes discussions

### Managing Conflict with Confidence

- Navigating disagreement without damaging relationships
- Challenging ideas while maintaining credibility
- Staying composed under pressure

### Communicating with Impact

- Turning expertise into influence
- Getting to “yes” - and moving past “no”
- Managing emotional reactions; yours and others’
- Positioning yourself as a trusted, go-to expert

### Final Integration & Commitments

- Translating insight into behaviour
- Defining what will change immediately
- Individual and team commitments

“Clear, concise, and immediately applicable. This changed how our team works.”

Jillian Amyot, Merck

“This workshop delivered an NPS score of nearly 100%!”

Michael Louis, J&J Medical