

The Year Of PRACTICE

First Last Name

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Facilitators



Kirkland Tibbels
Influential U
Co-Founder & Chairman



John Patterson
Influential U
Co-Founder & CEO

APRIL BUSINESS ACCELERATOR



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THE HUMAN
TOUCH SERIES

THE BUSINESS
OF WINNING

**PLAY
PRACTICE
PREVAIL**

TRANSACTIONAL COMPETENCE™

 Influential U

Play Practice Prevail

The Human Touch Series



In the AI-evolving business landscape of 2024, practicing people skills is vital for success. **Our 2024 workshops are a "Human Touch" Series**, an important leading trend highlighted by renowned futurist Bernard Marr in Forbes Magazine.

Soft Skills and the Human Touch: **As automation advances, successful human interactions become a vital differentiator.** For this reason, in 2024, we will see professionals and organizations increasing their investment in training and upskilling attributes such as emotional intelligence, communication, negotiation, interpersonal problem-solving, high-level strategy, and emerging leadership.

Play Practice Prevail — **Join us to develop the skills that will set you apart.** Explore real-world scenarios and practical strategies for nurturing and applying these skills in any professional journey. **Gain insights into why organizations are investing in this critical accelerator.** Develop these attributes and learn how to adapt to this transformative shift in the business landscape.

SCHEDULE

Training + Mixer

12:30pm

Registration Open

1:00 - 1:15pm

Introductions

Hosts, Sponsors, and Facilitators

1:15 - 4:00pm

Training Session

Speakers: Kirkland Tibbels & John Patterson

4:00 - 5:30pm

Social Mixer

Influential-U, founded in 2008, **specializes in business training with a unique emphasis on Transactional Competence™**. This innovative approach combines theoretical knowledge with practical skills, emphasizing the importance of value-driven relationships and powerful human interactions for business success. Over its 15-year span, the company has crafted a diverse educational catalog, from personal coaching to group management training. These offerings, delivered interactively, cater to a wide audience spanning multiple industries.

Influential-U's clientele ranges from budding entrepreneurs and small businesses to top executives from Fortune 100 companies and academic arenas. Attracted by its reputation for **actionable insights and forward-thinking strategies**, clients consistently attest to the unparalleled value delivered by Influential U.

KEY EXECUTIVE

You are always transacting™

Do you transact powerfully?



Think about your essential relationships, colleagues, or customers. Have you ever found yourself worrying about how you, your product, or your idea will be received? Maybe you feel like you're not so great at communicating with certain personality types, or you constantly stress about being unable to get others to say "yes" when it really matters. Then there's that worst time-waste of all: being thwarted by group dysfunction where everyone seems to be on a different page.

Influential U delves into **the narratives of human exchange, investigating why we often have a limited perspective on our daily interactions**. This sheds light on the challenges we face, as we struggle to understand our role in moving these transactions forward. Group dynamics add another layer of complexity, compounded by a missing framework for optimizing performance.

Limited Perspective

Our reliance on human exchanges hides our understanding of their true nature. When we only think of transactions as a simple tit-for-tat exchange, we encounter numerous challenges in our careers, finances, relationships, and overall sense of fulfillment.

Accelerate transactions

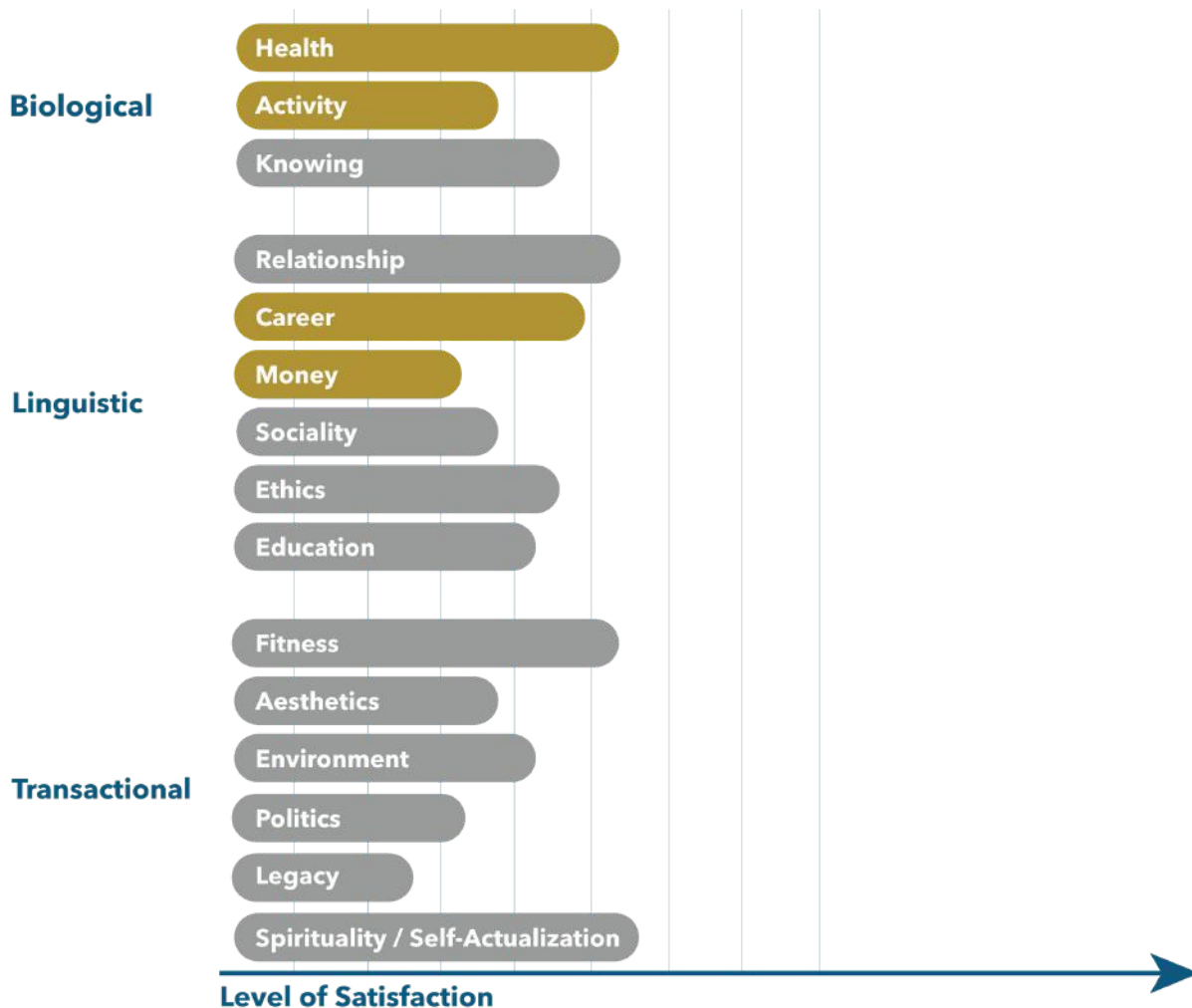


UBER

Taxi vs. Uber

The same service, yet each aspect of the transaction has been reimagined to remove the friction for all parties at each exchange.

Conditions of Life™



We transact only to satisfy these unavoidable and inescapable Conditions of Life.

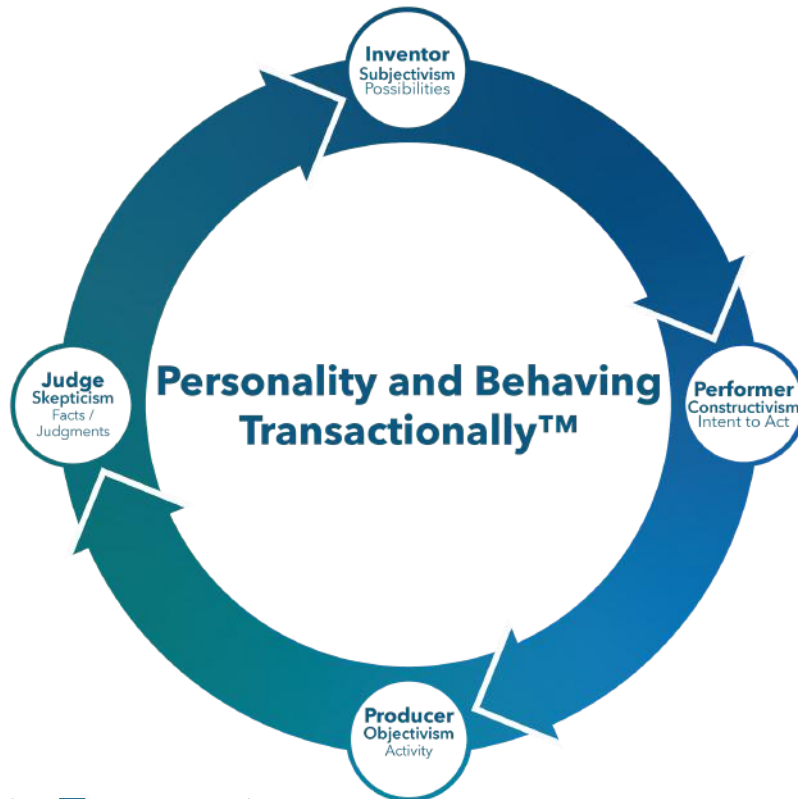
We must first **think accurately** about any condition.

The four highlighted Conditions of Life **strengthen OR threaten** the satisfaction of all other conditions.

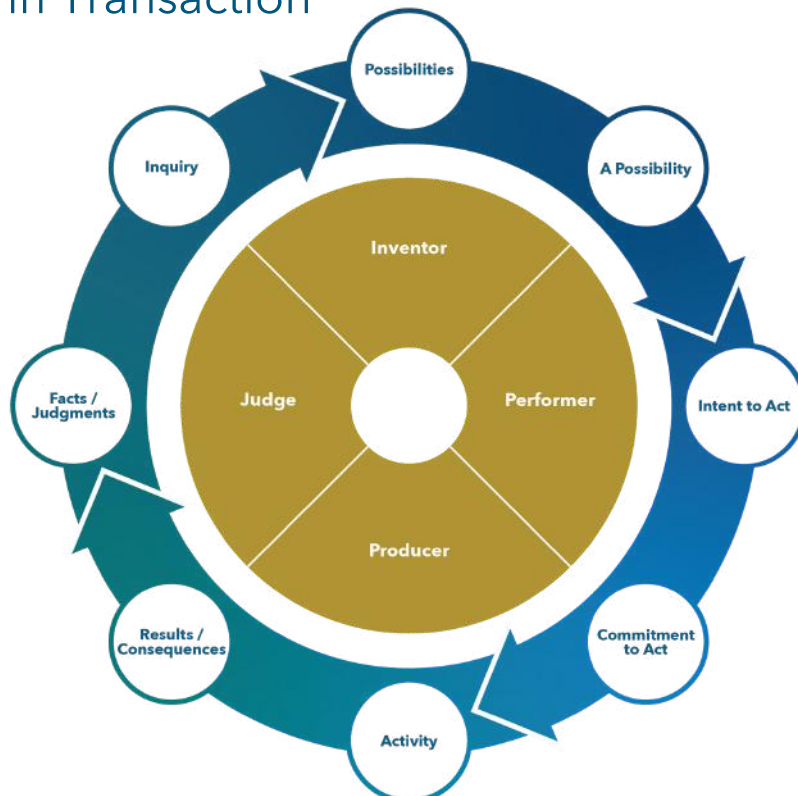
Our entire curriculum is built for **whole-life satisfaction** to address the Conditions of Life in their totality.

Personality in Transaction

Personality and Behaving Transactionally™



Personality in Transaction



Personality Characteristics

Each Personality demonstrates characteristics that **both accelerate transactions AND grind them to a halt.**

Learning these characteristics offers you and your team the opportunity to **accelerate low-cost, high-value exchanges.**

This framework cultivates emotional intelligence, empathy, and a grasp of the value of diversity; **you not only navigate these transactions more effectively but also foster an environment of mutual respect** that enhances collaboration and drives success.

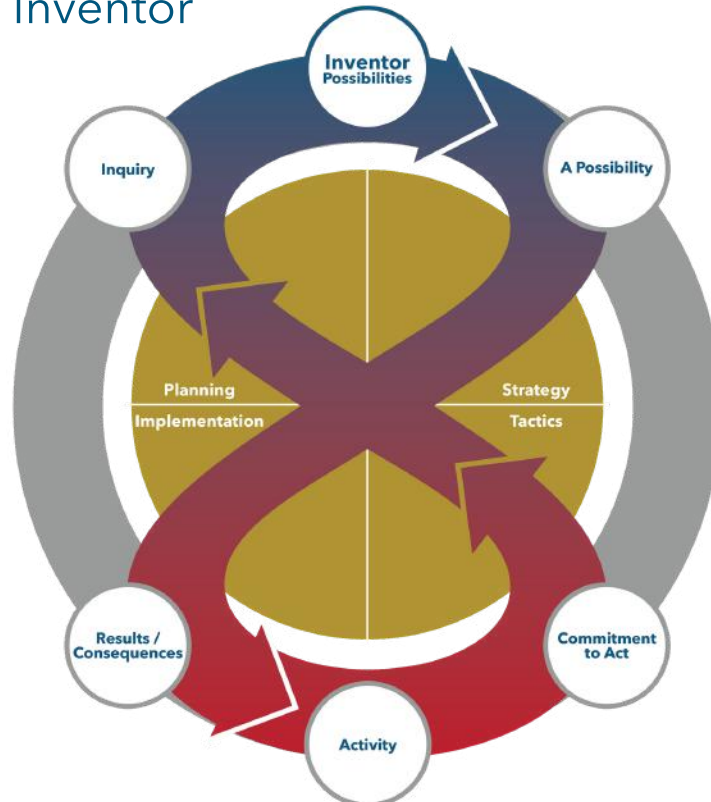
Attribute	Inventor	Performer	Producer	Judge
Transactional Move	Invent	Present	Fulfill	Complete
Relationship to Time	Long Term Future	The Present	The Immediate Future	The Past
Proficiency	Vision & Control	Mood & Intention	Alliance & Force	Confrontation & Authority
Currency	The Future	Influence	Deadlines	Evidence
Types of Speaking	Declaration	Promise	Request	Assess
Asset / Liability	Ego	Relationship	Being Included	Standards
Kudos	Being Acknowledged	Being Liked	Being Liked	Being Acknowledged
Appropriate Moods	Imaginative, Strategic, Optimistic	Sociable, Lithe, Gregarious	Determined, Austere, Rigorous	Skeptical, Critical, Confrontational
Moods Projected	Positive	Positive	Negative	Negative
Behavioral Orientation	Thought	Action	Action	Thought
Transactional Orientation	Creative	Creative	Protective	Protective
Contractual Orientation	On Time	Just In Time (Often Late)	On Time (Often Early)	Just In Time
Learn Best By	Thinking / Reading	Talking / Writing	Doing / Listening	Listening / Reading
Relationship to Possibility	Every Thing	Any Thing	Some Things	Nothing
Self vs Others	Self - Self	Others - Others	Others - Self	Self - Others
Say to Others	You Should / I Will	We Could / You Could	We Need To / I Have To	You Should Have / I'm Willing To If
Mood / Attitude in Breakdown	Brooding / Arrogance	Annoyance / Intolerance	Irritation / Belligerence	Resignation / Righteous
Assessment of Others	Equals / Idiots	Respectful / Buffoons	Loyal / Traitors	My or Our Standards / Stupid
Misinterpret as Results	New Invention / Ideas	New Relationship	Repetition	Assessment
Dominant Need for Happiness	Certainty	Freedom	Consistency	Security

Effective Teams & Leadership

PSTI: Planning, Strategy, Tactics, and Implementation



Infinity Loop: Inventor



The Thirteen Steps to Bulletproof Offers

- Step One:** Articulate Your Aims for Each Condition of Life
- Step Two:** Evidence the State of Mind of an Ambitious Adult and Prove Fitness
- Step Three:** Demonstrate Accurate Thinking in General Knowledge
- Step Four:** Demonstrate Accurate Thinking in Specialised Knowledge
- Step Five:** Identify Personality and Behaving Transactionally™
- Step Six:** Articulate Solutions to a Substantial Breakdown in a Specific Ecology
- Step Seven:** Specify Your Customer
- Step Eight:** Invent the Transaction
- Step Nine:** Apply Levers of Influence
- Step Ten:** Apply Concentration and Focus
- Step Eleven:** Build and Expand Influence Ecologies and Cooperation
- Step Twelve:** Study the Environment and The Current
- Step Thirteen:** Plan for Inquiry and Reinvention



The Fundamentals of Transaction



This course teaches individuals the study, practice, and application of Influential U fundamentals. Learn how to build and present business offers that get accepted quickly by your specific customer. Practice negotiating with differing personality types and behaviors. Learn how to satisfy the unavoidable Conditions of Life™.

The course that started it all is live, virtual coaching and training with online study modules. It directly applies the principles to your business or situation. Twelve 60-minute sessions with associated learning modules.

*Young Business Professionals, 35 and under, can qualify for up to a 50% discounted tuition. Conditions apply.

Transactional Competence™

—a methodology that seamlessly integrates these skills and abilities.

- Communication
- Emerging Leadership
- Teamwork/Collaboration
- Relationship Building
- Adaptability/Flexibility
- Emotional Intelligence
- Critical Thinking
- Interpersonal Skills
- Strategic Management
- Sales/Negotiation
- Cultural Awareness
- Diversity/Empathy

Workshop Survey

To complete your workshop, please take a moment to offer feedback.

