



Ethical Influence Conversations and Message Framing Training Course

26 – 30 October 2026
Madrid

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Ref: 678_151840 **Date:** 26 – 30 October 2026 **Location:** Madrid **Fees:** 5700 Euro

Overview

Ethical Influence Conversations and Message Framing Training Course is a five-day advanced course for senior managers, team leaders, client-facing professionals, and cross-functional influencers who leave with an Ethical Influence Conversation Portfolio. Participants conduct audience diagnosis, build credibility signals, shape evidence-based message framing, read influence dynamics, address resistance, and create decision alignment without positional authority. The course uses conversation preparation and practice rather than broad engagement planning. Agile Leaders Training Center presents ethical influence as accountable workplace dialogue.

Who Should Attend

- Leaders responsible for gaining alignment across organizational boundaries
- Managers responsible for communicating recommendations to decision-makers
- Professionals responsible for client and partner influence conversations
- Team leaders responsible for addressing resistance to shared decisions
- Specialists responsible for evidence-based recommendations and executive dialogue

The course assumes participants already conduct consequential workplace conversations and leaves out negotiation strategy, presentation delivery, crisis messaging, and full stakeholder engagement planning.

Departments and Industries

The course supports departments and industries where professionals must influence decisions without relying only on formal authority.

- Executive offices, strategy, transformation, and operations
- Client relations, business development, advisory, and professional services
- Banking, insurance, technology, and telecommunications
- Healthcare, education, utilities, and public services
- Engineering, logistics, construction, and manufacturing

Learning Objectives

By the end of this course, participants will be able to:



- Diagnose audience priorities, interests, and decision concerns
- Build credibility through evidence and transparent intent
- Apply message framing to consequential workplace choices
- Analyze influence dynamics without broad engagement planning
- Use resistance responses that preserve autonomy and trust
- Evaluate influence conversations through alignment evidence

Course Agenda

Day 1: Audience and Influence Diagnosis

- Influence Conversation Purpose Canvas
- Audience Priority and Concern Map
- Decision Authority Boundary Matrix
- Influence Relationship Signal Log
- Ethical Influence Risk Checklist

Day 2: Credibility and Evidence

- Credibility Signal Assessment Grid
- Evidence Relevance Selection Matrix
- Claim-to-Evidence Traceability Sheet
- Transparency and Disclosure Prompt Guide
- Trusted Messenger Choice Framework

Day 3: Message Framing and Alignment

- Audience-Specific Message Frame
- Decision Context Narrative Map
- Benefit and Trade-Off Statement Builder
- Message Misinterpretation Stress Test
- Alignment Request Design Template

Day 4: Resistance and Executive Dialogue

- Resistance Source Diagnostic Matrix
- Concern Acknowledgment Response Pattern
- Autonomy-Preserving Influence Guide
- Executive Conversation Sequence Plan
- Influence Outcome Evidence Record



Day 5: Ethical Influence Practice

- Exercise: Diagnose an Audience and Influence Context
- Exercise: Build a Credible Evidence Chain
- Exercise: Frame a Message and Test Interpretation
- Exercise: Address Resistance and Request Alignment
- Capstone: Ethical Influence Conversation Portfolio

Practical Exercises

The course uses cross-functional and client decision cases for preparation, practice, and evidence-based feedback.

- Suggested activity: diagnose an audience's priorities, decision concerns, authority boundaries, and ethical influence risks.
- Suggested activity: select relevant evidence, connect claims to support, and make disclosure choices explicit.
- Suggested activity: frame a recommendation, surface trade-offs, and test possible interpretations with peers.
- Suggested activity: conduct a resistance conversation and assemble the Ethical Influence Conversation Portfolio.

FAQs

Who suits ethical influence conversations and message framing training and what does it assume?

Senior managers, team leaders, client-facing professionals, and cross-functional influencers suit the training when they already communicate recommendations and seek alignment on consequential choices.

How do ethical influence conversations differ from negotiation training?

Ethical influence conversations focus on audience diagnosis, credibility, evidence framing, resistance response, and voluntary alignment, while negotiation training centers on proposals, exchanges, concessions, and agreement between parties.

What makes message framing ethical in influence conversations?

Message framing is ethical when it makes intent, evidence, uncertainty, trade-offs, and the audience's decision autonomy visible instead of hiding material information or manipulating a choice.

How should leaders respond to resistance during influence conversations?

Leaders should diagnose whether resistance comes from evidence, priorities, risk, trust, timing, authority, or implementation concerns, then acknowledge the concern and adapt the conversation without coercion.



How is decision alignment evaluated after an influence conversation?

Decision alignment is evaluated through an explicit record of the agreed interpretation, remaining concerns, decision ownership, requested action, dependencies, and follow-through evidence.

Conclusion

Participants leave with an Ethical Influence Conversation Portfolio containing audience maps, credibility evidence, message frames, interpretation tests, resistance responses, and alignment records. The portfolio makes influence preparation and conduct traceable. It helps professionals communicate recommendations across organizational boundaries while protecting trust, transparency, and decision autonomy.