

# Organization of Nurse Leaders 2018 Winter Meeting



**DR. ZOE CHANCE**  
*Assistant Professor of Marketing  
at Yale School of Management.*

## **Increasing Influence for Leaders in Nursing**

Harry Truman once famously complained, “I sit here all day trying to persuade people to do the things they ought to have the sense to do without my persuading them. That’s all the powers of the President amount to.” If even the most powerful people in the world have a hard time influencing others, where does that leave the rest of us? As nurse leaders, you don’t have authority over most of the people you need to influence—like the patients, their families, and doctors. However, you can increase your influence with your employees and others, by learning how influence works.

**Dr. Zoe Chance** is an Assistant Professor of Marketing at Yale School of Management, where she researches and teaches the science of influence. She will present science and strategies for optimal influence in two interactive sessions on December 14th. In the morning, you’ll discover which force of influence is more powerful than motivation, and you’ll learn the “magic question” that you can ask to shift listeners from resistance to problem-solving. You’ll learn how to apply influence techniques to real-life situations. The afternoon will focus on practical skills that will cause others to listen to you when you’re speaking in a group. Whether it’s a formal presentation, staff meeting, or an informal conversation during patient rounds, you can increase your influence by making small yet powerful changes to your verbal and body language.

**DATE:**  
December 14, 2018

**LOCATION:**  
Marriott Hotel  
1 Burlington Mall Road  
Burlington, MA

**Member: \$225**  
**Non-Member: \$275**

[Register here](#)

## **OBJECTIVES:**

- Discuss how to shift listeners from resistance to problem-solving
- Discuss specific adjustments to verbal and body language that will increase your influence
- Discuss how to apply influence techniques to real-life situations

# ONL

**Organization of  
Nurse Leaders**

Advancing a culture of health.

**Attendees will be eligible  
for 3.5 Contact Hours.**

The Organization of Nurse Leaders, MA, RI, NH, CT, VT is an approved provider of continuing nursing education by the American Nurses Association, Massachusetts an accredited approver by the American Nurses Credentialing Center’s Commission on Accreditation.

## **AGENDA**

<b>7:30-8:30</b>	Registration, Breakfast, Exhibitors
<b>8:30-10:00</b>	Business Meeting
<b>10:00-10:30</b>	Break, Exhibitors
<b>10:30 – 12:00</b>	<b><i>Forces of Influence That Promote Engagement</i></b> Zoe Chance, PhD
<b>12:00-1:00</b>	Lunch, Exhibitors
<b>1:00-3:00</b>	<b><i>Small and Powerful Changes to Increase Influence</i></b> Zoe Chance, PhD

For more information, or to register a group,  
contact [info@oonl.org](mailto:info@oonl.org) or 781-272-3500.