

# THE PRACTICE OF LEADERSHIP USING TECHNIQUES OF INFLUENCE



## PROGRAM DETAILS

FACULTY	DATE/TIME	FEE *	VENUE
Shailendra Raj Mehta	8 June 2026 9.00AM - 5.00PM	RM3,000   USD750	Asia School of Business

**Note: \***

- Excludes Sales & Service Tax (8%)
- Fee excludes accommodation at ASB Residential for outstation/ overseas participants but can be arranged at additional cost.
- USD Pricing is indicative pricing. All fees are invoiced in Malaysian Ringgit (RM). USD amounts are shown for reference only and will vary based on the prevailing exchange rate at the time of payment.

## 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 technique 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 of 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. Comprising fifty separate scenes - each employing one or more of the nine techniques of influence, the movie provides a backdrop with which to analyze the effectiveness of each of these techniques.

## Learning Outcomes

At the end of the program, participants will have learned:

- 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 Will Benefit?

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

## Program Outline

### Session 1: Setting the Stage

We begin by sharing background information about the movie including the state of 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 Lincoln's strategic choices. Once Lincoln decided on his course of action, he had to implement it. We will discuss the role of the nine influence techniques in implementing Lincoln's strategic decision.

Participants will then watch the first part of the film. They will take note of the influence techniques used in each scene.

### Session 2: Discussion

In this session, participants will discuss the first part of the movie followed by watching the remainder of the movie.

### Session 3: Group Discussion

Participants will discuss the strategic choices made by Lincoln including how he used 'related influence' techniques. Participants will also have opportunity to reflect on how they themselves have used those techniques and how they can improve in their application.

### Session 4: Sharing of Research and Learnings

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

## Faculty



**Dr. Shailendra Raj Mehta** has just stepped down as President and Director of MICA, Ahmedabad, one of India's premier Management Institutes after a successful seven-year term. He is a Distinguished Visiting Professor at the Asia School of Business. In August 2024, he joined O.P. Jindal Global University, in Sonapat, which is one of the Institutions of Eminence as recognized by the Government of India, as the first O.P. Jindal Distinguished University Professor. Prior to this, he headed Auro University (as Chairman of the Board of Management and Acting Vice-Chancellor) and Ahmedabad University (as Provost/Vice Chancellor). Earlier, he was Visiting Professor of Business

Policy at the Indian Institute of Management Ahmedabad (IIM-A). He returned to India in 2006-7 to head the collaboration between Duke CE (Duke University's Corporate Education Arm) and IIM-A as Regional Managing Director for India, West Asia and the Middle East. Prior to 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. In Malaysia he has done executive education for companies such as Paynet and Khazanah. He has done extensive research in the areas of Entrepreneurship, Industrial Organization, Information Economics and Experimental Economics. He has published a new book, *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.



### Asia School of Business (DU046(W))

Iclif Executive Education Center  
ASB Academic, No 11, Jalan Dato' Onn, 50480 Kuala Lumpur  
Email: ExecEd@asb.edu.my

[exec.asb.edu.my](http://exec.asb.edu.my)



[asbiclif](https://www.linkedin.com/company/asbiclif)



[@asb.iclif](https://www.instagram.com/asb.iclif)



[asbiclif](https://www.facebook.com/asbiclif)



[asb iclif](#)

SCAN ME



The Practice of Leadership Using Techniques of Influence 