



The Cross-Functional Influence Playbook

By Susan Z. Finerty

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The problems we face, decisions we make and projects we run are complex. Very rarely do they all reside neatly in one function, team or location.

The Cross-Functional Influence Playbook introduces a simple model for getting things done across an organization. This approach covers the things you do every day to build your level of influence (Build Proactively) and those you apply to specific influence opportunities (In-the-Moment).

The Playbook is divided into four parts. Part One: Learning to Influence provides stories, tips and ideas on the what it takes to influence cross-functionally. Part Two: Worksheets & Assessments provides tools for assessing and analyzing your past, present and current approaches to influence. Part Three: The Influence Planner takes all the concepts presented in Parts One and Two and puts them into a template that you can complete as you prepare to influence. Part Four: The Influence Journal provides space to track your process, impact and learning.

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Editorial Review

About the Author

Susan Finerty is the author of *The Cross-Functional Influence Playbook* and *Master the Matrix: 7 Essential for Getting Things Done in Complex Organizations*. In 2004, she founded a consulting practice focused on designing and implementing change, helping teams work effectively together and coaching individuals on communication, influence and leadership. She now focuses exclusively on helping complex, matrix organizations and their employees maximize effectiveness and manage complexity through keynote presentations, workshops and assessments.

Prior to her consultancy, she worked in organization development positions in the pharmaceutical and medical device industry. Susan has held adjunct faculty roles at Northwestern University and currently teaches Influence Without Authority at University Wisconsin-Madison School of Business.

She has a BA from Central Michigan University and an MA from Indiana University. Ms. Finerty resides in suburban Chicago.

Users Review

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