

August – Influencing Upwards: Getting buy-in at board level

Tuesday 18 August 2026

2:00–3:00 pm UK Time | 9:00–10:00 am US Eastern

Introduction

Even the best ideas can stall without senior-level support. For many leaders and managers, the real challenge isn't generating good strategies or solutions, it's influencing upwards and securing buy-in at board or executive level. This is often where confidence wavers, messages get diluted, or organisational politics create barriers. The ability to influence upwards is a critical leadership skill that impacts not just personal credibility, but also team performance and organisational outcomes.



Ian

What it is

Influencing upwards is about shaping decisions and gaining commitment from senior leaders by combining clarity, credibility, and confidence. It's not about persuasion through force or persistence, but about understanding board-level priorities, framing conversations in ways that resonate, and building the relationships that turn proposals into shared goals. With the right mindset, tools, and approach, leaders can engage senior stakeholders more effectively, even when the stakes are high.

Ian is an executive coach and facilitator with over 15 years' experience in leadership development, coaching, and team facilitation. Drawing on his work with corporate clients, Ian brings a coaching-led, facilitative style that encourages openness, reflection, and action. He is known for creating supportive yet challenging spaces where leaders can safely explore their impact, sharpen their leadership presence, and develop strategies that work in real-world contexts.

The benefits

- Builds confidence to present ideas clearly and credibly in senior forums
- Strengthens relationships with board members and senior stakeholders
- Increases the likelihood of ideas and proposals gaining traction and support

Key outcomes

1. Understand the common challenges and dynamics of influencing upwards at board level
2. Learn practical approaches to frame ideas in ways that resonate with senior decision-makers
3. Gain a structured model for preparing and holding conversations that increase buy-in and impact