

COURSE OUTLINE

Persuading & Influencing

Who is it for?

This workshop is aimed at delegates who want to learn more about the various persuasion and influencing techniques that can help them to achieve their own and their organisation's goals.

What is it about?

The workshop will examine the array of influencing skills and the power of persuasion that can be used to overcome conflict, reduce resistance and bring people round to your way of thinking.

What will it cover?

- Understanding the characteristics of a successful persuader
- The importance of self belief
- The difference between push and pull styles of persuasion
- The psychology of persuasion and its practical implications
- Building trust through problem analysis from the perspectives of others
- Non-verbal communication and its impact
- Effective questioning and listening skills
- Identifying and acting on the values and motivations of others
- Selecting the correct communication style to suit the situation and the other party
- Learning how to respond as opposed to react
- Assertiveness models and their practical application
- How to use influencing techniques and defend against the techniques of others
- Strategies that work for you in both groups and one-on-one situations

What will I learn?

- Increased confidence in dealing with different people and situations
- Self-assessment of your communication style and how to adapt to suit your audience
- A greater understanding of the role of emotional intelligence
- Creating strategies to help you achieve your goals
- Optimised questioning and listening skills

Duration

2 days