

Influencing and Persuading Course Outline



We all want others to come round to our way of thinking sometimes, but how can we do it? Should we even try? It can be easy with people like us, but its much harder to know how to start when others appear to have a different agenda, background or experience.

This course explores the factors that lead to successful influencing and persuasion, drawing on the work of Cialdini and The Harvard Negotiation Project. You'll clarify who you want influence, the outcomes you are looking for, and choose from a range of strategies that best suit your context.

There will be plenty of exercises to practice the strategies and tools too.

Content

- What are your influencing challenges?
- What factors are at work when we influence successfully
- Understanding and using your personal power
- Getting clarity on the outcome you want
- Understanding the other side's perspective
- Cialdini's seven principles
- Strategies for success, including the Three Step tango, Perceptual Positions, the CIA model
- Considering positions versus interests – where do you get stuck?
- What will you do to make an immediate, visible difference to your influencing skills?



Outcomes

By the end of the day, you will:

- Know and understand the key factors that impact on your ability to influence others
- Have planned how to integrate strategies and behaviours into your work that will help you influence others more effectively.
- Understand your personal impact and know how to adapt your behavioural style
- Have practised using new strategies techniques

About Our Training

All our courses give you:

- An insight into current thinking and good practice
- A range of practical tools and strategies you can use to help you do the job better
- Space to reflect on your current skills and behaviour

Every course will be enjoyable, engaging, interactive and fast paced.

Training should never be a drudge. We believe that learning is inextricably linked to enjoyment. The better the experience, the greater the learning. We always have a light touch and an easy manner that makes it easy to engage with the topic at hand.

There is no chalk and talk or death by PowerPoint here. All the content will be relevant, too. We are always purposeful and focused and haven't got time to waste building towers out of straws. We are much more concerned with seeing pennies drop, lightbulb moments and equipping you to thrive at work.



Get in touch to find out what we offer and how we can help you.

