



# INFLUENCING AND PERSUASION TECHNIQUES

Influencing Skills Workshops were ultra popular in the 90s. And they are back in vogue again. Persuasion Skills Workshops have always been a poor second cousin. Robert Cialdini has made some huge progress in the theory of influencing, and together with some persuasion techniques you might be surprised that you can move the unmovable rock. This is our best course in terms of learning. Most participants have very little knowledge at the beginning of the workshop, but they leave with some powerful influencing and persuasion skills.

A powerful influencer and persuader can navigate a person in a direction (towards the light) and both parties will be committed to the finish.

## KEY COURSE CONTENT

- Identify differences in others
- Create individual action plans to develop individual persuasive techniques
- Understand opposition thinking styles
- Have confidence and knowledge to invent win/win outcomes for both parties
- Discuss the importance of congruency in influencing others
- Communicate more effectively with different personalities
- Be confident of your objectives beforehand
- Strategically use hypotheticals to keep people on track
- Explain different persuasion techniques
- Understand the importance of active problem solving
- Identify key stakeholders



### Target Audience

Leaders, managers, team leaders, and employees



### Duration

Available as a full-day or half-day course



### Delivery

Available in-person at your organisation/venue, or virtual



### Group Size

Recommended 4 to 10 participants



### Takeaways & Resources

Participants receive a certificate of completion (including Continuous Professional Development hours) and can opt for a free follow-up refresher course with the original trainer

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