



# Influencing & persuasion

The need to influence, often without authority, is a part of everyday working life for many people. Successful influencers are able to inspire others to follow a particular course of action while maintaining rapport and good will. This highly participative course provides strategies that will help you communicate persuasively to reach agreement and build commitment.

Around 2 hours • Face-to-face or virtual • Typically 4-15 participants • Supported by course notes • Interactive

## Key course elements

### Being right is not being persuasive

- Effective influencing is about dialogue not confrontation
- Use effective questioning techniques to unearth vital information
- Distinguish between push and pull techniques to gain agreement

### Establish rapport

- Establish and keep a connection
- Use your skills of observation and use body language to establish rapport

### The six key influencing tools

- Learn how people are persuaded and apply this knowledge to work-based situations to achieve the outcomes you are seeking
- Be mindful of your power base before starting to influence

### Adapt your style

- Identify the other party's preferred communication style and adapt yours accordingly
- Align your approach to the other party's style to take the dialogue forward
- Learn how to build trust with different personality types

## Participants will learn to...

- Use a range of strategies to influence and persuade others
- Practice listening skills to identify the clues of the other party's key drivers
- Enhance communication skills to achieve successful results
- Secure agreement and commitment to their propositions
- Maintain positive relationships through a collaborative approach
- Flex their communication style and approach to suit their audience
- Build trust for now and the future