

Persuading & influencing others



Persuasion can pull people together, move ideas forward, and forge constructive solutions. To do all that, people must understand persuasion for what it is – not convincing and selling, but learning and negotiating.

what

You will learn:

- ◆ key principles and models for influencing and persuading others
- ◆ what research tells us that is different from conventional wisdom about how to most effectively influence others
- ◆ the fundamental conditions for influencing
- ◆ how to create and maintain trusted relationships that support influencing
- ◆ strategies for persuading different personality types
- ◆ how to deliver persuasive messages and avoid missing critical moments
- ◆ how to use high level listening skills to understand others perspectives
- ◆ skills of advocacy and enquiry as key relationship building components
- ◆ approaches for managing resisters to change and new ideas.

how

This course is a fast-paced and stimulating blend of theory and practice. It involves:

- ◆ consideration of key concepts and relating of these to your own situation
- ◆ analysis of actual situations in which you want to persuade and influence others
- ◆ active participation in practice situations
- ◆ reflection on workshop learning and assessment of your own strengths and needs.

outcomes

As a result of this workshop you will be able to:

- ♦ Understand the elements of effective influencing and persuasion
- ♦ positively influence people at various levels, peers, key stakeholders, senior management
- ♦ use your communication skills to effectively negotiate with others
- ♦ grow your relationships with others
- ♦ identify areas where you can make small changes to your current approaches to make big differences in people's willingness to say yes to your requests/thinking.