



time to shine

## Persuading and Influencing

Enhance your ability to persuade others by developing your communication style and interpersonal skills. Develop powerful techniques to put your ideas across in a dynamic way.

### Benefits

- Bring colleagues and customers around to your way of thinking
- Reduce resistance and potential conflict
- Develop your personality to build rapport more easily and successfully
- Identify the communication styles of others to anticipate their next move
- Practice persuasion techniques to feel more confident in dealing with difficult people and situations

### Course overview

- **Understand persuasion:** Know the skills and qualities of an effective persuader. Develop a 'pull' rather than 'push' persuasion style.
- **Prepare to persuade:** Build relationships, trust and credibility by putting yourself in other people's shoes. Overcome obstacles that threaten your influencing position. Change views and perceptions. Learn the importance of non-verbal communication.
- **Explore what others want:** Identify and question the values and motivations of others. Build your listening skills to gain understanding and develop trust. Build 'golden bridges'.
- **Utilise style:** Adapt your communication style to be more effective and be aware of the style of others.
- **Overcome resistance and conflict:** Be assertive. Choose from a range of behavioural options. Use emotional intelligence to your advantage. Negotiate for a win-win situation.
- **State your case persuasively:** Tailor your own strategy to put your views across in a meeting or one-to-one.



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