

1 DAY

# INFLUENCING AND PERSUASION SKILLS



COMMUNICATION COURSE

## LEARNING OUTCOMES

- Recognise the difference between influencing and persuading to use the right skill at the right time.
- Understand and develop your influencing and persuading styles.
- Understand the essential elements of high quality, persuasive and influential communication.
- Influence and persuade people with different communication preferences in a range of situations.
- Find common ground, connect emotionally and deal with rejection when persuading others.

## CORE COMPETENCIES

- Business Acumen
- Composure
- Interpersonal Savvy
- Understanding Others

## COURSE OVERVIEW

Persuasion and influence are both ways of bringing about change in the behaviour of others. While persuasion requires you to communicate, influence works silently. This course will give you the skills to present your case persuasively and an understanding of how the psychology of influence works, so people are motivated on their own to do what you want them to do.

## TOPICS COVERED IN THIS COURSE

### Influence and persuasion

Understand and develop your style in these core life skills that you already use daily, mostly without even realising!

### Influence vs persuasion

Recognise the differences between influencing and persuasion and most appropriate times to use both approaches to change the behaviour of others.

### Do's and don'ts

Learn about common mistakes people make and practical, positive ways you can immediately improve your influencing and persuading skills.

### What's your style

Most of us tend to have a favoured influencing and persuading style. Identify your style and opportunities to flex and develop it.

### Communication preferences

Learn about the four main communication preferences and how to effectively influence and persuade those with different styles.

### Choosing words of influence

Learn to select the best words to influence and persuade people with different intents and communication preferences.

### Influence and persuading tools

Look at a range of tools to present your case more persuasively and how to use them in different situations.

### The lens of understanding

This tool will help you identify others' intents and tailor your communication more effectively to influence or persuade them.

### Influencing up, down and across organisations

Understand the importance of assertive persuasion and influence between direct reports, peers and management to improve operations in today's business landscape.

### Elements of persuasion

Understand and apply four critical elements of persuasion to improve your success rate.

### Techniques for resistance

No matter how well you can influence or persuade, there will be times when you get a 'no' or a 'not right now' response. Learn techniques to overcome rejection and focus on the positives to find solutions.