

MANAGEMENT DEVELOPMENT PROGRAMMES

COMMUNICATION, PERSUADING & INFLUENCING SKILLS

Course Title	: PERSUADING AND INFLUENCING PEOPLE
Course Code	: CPI: P&IP
Course Overview	: Whether we are speaking one-to-one, to groups of people, or putting forward our views in a meeting, our ideas are only as valuable as our ability to persuade and influence others to take action. The skills you will learn on this exciting course will enable you to understand and act with greater precision and credibility when communicating with other people. This course will explore the effect your communication style and interpersonal skills have on your ability to persuade others. You will develop powerful techniques to put across your ideas in a dynamic winning way.
Target Audience	: This course is designed for anyone who needs to influence people on a regular basis in order to perform effectively.
Selected Session Topics	: <ul style="list-style-type: none"> - The meaning of persuasion: <ul style="list-style-type: none"> • What fails to persuade us? • The skills and qualities of an effective persuader • The importance of a 'pull' rather than 'push' style of persuasion - Preparing to persuade: <ul style="list-style-type: none"> • Putting ourselves in other's shoes • Building relationships, trust and credibility • Changing views and perceptions • The importance of non-verbal communication - Exploring what others want: <ul style="list-style-type: none"> • Identifying values and beliefs • Listening to gain understanding and build trust - Identifying styles: <ul style="list-style-type: none"> • Identifying your communication style and the style of others • Adapting your style to be more effective - Handling resistance and conflict: <ul style="list-style-type: none"> • Understanding and practising assertiveness • Having a range of behaviour options • Negotiating win-win - Stating your case persuasively: <ul style="list-style-type: none"> • Putting your views across in a meeting or one-to-one using a powerful strategy
Key Take-Away	: <ul style="list-style-type: none"> - Know how to obtain co-operation through consent. - Feel more confident in dealing with difficult people and situations. - Manage interactions with others more effectively. - Reduce resistance and potential conflict. - Build rapport more easily and successfully. - Understand others' motivation strategies. - Recognise your own communication style and that of others.

