

Effective Influencing and Persuasion

Duration: 1 day

Overview:

All of us need to influence or persuade someone at some stage in life. In the workplace, influence and persuasion skills are everyday necessities; crucial to achieving business outcomes. Without good influencing managers use force and coercion, team members can get into conflict and lower productivity and sales, and customer service staff can lose customers.

Through this workshop, you will begin to demystify the behaviours of great influencers. You will learn techniques to constructively influence and persuade others whilst keeping the relationship intact. You will also have the opportunity to practise with an experienced facilitator at hand to assist. Finally, you will leave with an action plan to help you continue to use these important skills.

Target Audience:

This course is intended for anyone for whom influencing and persuading others in the workplace is important, including leaders, managers, salespeople, negotiators and team members.

Session One: Course Overview

Session Two: Understanding Persuasion and Influence

- Influencing, Persuading or Manipulating?

Session Three: Preparing to Persuade or Influence

- Pushing and Pulling
- Values
- Communicating with Confidence

Session Four: Getting Off on the Right Foot

- Building Rapport
- Matching and Mirroring
- Pacing
- Leading

Session Five: Content Foundations

- Putting it on a Tripod!
- Exercise
- CAP (Cumulative Action Plan)

Session Six: Refinement Tactics

- It's FAB!
- Putting it Together
- An Alternative

Session Seven: Using Stories to Effect

- The importance of Story
- A good technique for storytelling
- Storytelling Tim
- Debrief

Session Eight: Some Words Make a Difference

- Embedding Positive or Negative Commands
- Exercise: Rewriting positively
- Other words to avoid

Session Nine: Holding your Ground

- Empathy
- Covering your "but"
- How to say "No" and set limits

Re-CAP (Resultant Cumulative Action Plan)