



INFLUENCING & PERSUADING SKILLS

Course Outline

Course overview and duration

Organisations are increasingly expecting their workforce to be able to engage and acquire co-operation and understanding through interaction with others by means of effective influencing and persuading skills. This course is designed to equip delegates with knowledge and practical skills that will enable them to develop their persuasive and influential abilities.

This training may be delivered as a 1-day or 2-day course, depending upon the level of detail that is required to meet the desired learning objectives.

Who will benefit from this course?

This training is aimed at anyone who wants to gain skills in persuasion and influencing others. It will help delegates to confidently engage with others in the workplace, and to become more adept in influencing key stakeholders in order to achieve specific outcomes. The course can be pitched at employee or managerial levels, according to delegates' needs.

What you will learn:

- What the difference is between influencing, persuading and manipulating.
- Create self-awareness of personal impact – learn how to approach other people and create engagement in order to develop your influential style.
- How to use communication skills to build rapport and gain credibility.
- Questioning techniques to understand the values and needs of other people.
- Identify other persuasion styles and learn how to adapt behaviour to match them.
- Understand different stakeholder perspectives. Manage resistance to change and avoid potential conflict. Create a stakeholder map and make relationships productive.
- Understand Cialdini's six 'Influencing Rules' and choose which techniques to use.
- Presenting your case with impact to gain results, while respecting other views.
- Learn how to manage the barriers to effective influencing and persuasion.
- Handle difficult situations without involving emotions.
- Leave a clear and memorable message to prompt action and outcome in others.

All delegates will leave the training with a personalised action plan

RED DOOR TRAINING Sean Randell 07891 927 684 www.reddoortraining.co.uk

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