

Influence and Persuasion

When we talk about influence and persuasion, we often talk about marketing and sales. However, we influence in many ways and with great frequency. If you want a raise, sometimes you need to persuade your boss. If you want to convince your team to adopt a change, help your staff make choices, or choose the best place for lunch, there is often influencing taking place. This one day workshop will help participants learn how to influence and persuade in a variety of areas.

What Will Students Learn?

- ✓ Make decisions about using persuasion versus manipulation
- ✓ Apply the concepts of pushing and pulling when influencing others
- ✓ Describe different techniques for getting persuasive conversations and presentations underway
- ✓ Make a persuasive presentation by using the 5 S's
- ✓ Apply storytelling techniques to extend influence
- ✓ Leverage concepts of neuro linguistic programming in everyday influence and persuasion

What's Included?

- ✓ Instruction by an expert facilitator
- ✓ Small, interactive classes

What Topics are Covered?

- ✓ Understanding persuasion
 - ✓ Preparing to persuade
 - ✓ Getting off on the right foot
 - ✓ Presentation strategies
 - ✓ Using stories to persuade
 - ✓ Using neuro linguistic programming (NLP) techniques
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- ✓ Specialized manual and course materials
 - ✓ Personalized certificate of completion