

# *Influencing and Persuasion Techniques*

This program is designed to challenge participants to think with different perspectives and consider responding to others differently. It explores the similarities and differences in people.

A powerful influencer and persuader can navigate a person in a direction (towards the light) and both parties will be committed to the finish. This program will give you an insight into other people's decision making styles and thinking styles.

## **Action Plan**

1. Understanding the difference between influencing and manipulating
2. Establishing positive attitude and commitment from your colleagues and employees
3. Profiling your persuasion style
4. Creating a road map to establish your influencing skills
5. Learning the different approaches of influencing
6. Understanding that a one size fits all approach is not effective
7. Accepting the diversity in personalities
8. Learning to actively solve problems and interpret information
9. Strategies to improve decision making and influencing in crisis situations
10. Be mindful of myopic influencing styles and do not get lost in detail
11. Identify the person of power quickly in any meeting
12. What works – what doesn't
13. Acknowledging your strengths
14. Opposition thinking styles
15. Preparing for the unexpected
16. Telltale signs of an experienced persuader
17. Dealing with dirty tricks and gambits



# Key learning outcomes

By the end of the program participants will learn the skills to:

- Understand differences in others
- Create individual action plans to develop individual persuasive techniques
- Understand opposition thinking styles
- Have confidence and knowledge to invent win/win outcomes for both parties
- Understand the importance of congruency in influencing others
- Communicate more effectively with different personalities
- Be confident of your objectives beforehand
- Strategically use hypotheticals to keep people on track
- Understand different persuasion techniques
- Influence people in a desired direction (towards the light) and obtain commitment and assistance from key stakeholders
- Understand the importance of active problem solving
- Identify key stakeholders
- Use active listening and questioning to unearth critical information
- Interpret information quickly
- Understand the importance of a road map in using your influencing skills
- Use different influencing styles for diverse personalities and cultures

## Would you like to attend this program?

For maximum effectiveness, this program is best conducted as an in-house program.

- **Ideal group size:** 4 - 12 participants.
- **Venue:** For your convenience, you can choose to conduct this program at your business premises. Alternatively, we can provide a training venue at a small additional cost.
- **Duration:** This program can be adapted to meet your requirements.
- **Cost:** Price on request.
- **Target Audience:** Employees, Supervisors, Team Leaders, Senior Managers or CEOs.

If you would like more information on this training program, please contact:  
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