



ILT 1 DAY

INFLUENCE & PERSUASION LITE

Designed for those whose role requires them to directly influence others.

This course looks at how to ethically use scientifically proven influence principles to gain commitments to requests and recommendations.

To maximize understanding and application, participants apply what they learn to real, current situations where they need to influence internal and external stakeholders.

Practical examples are provided of how influence principles have been used successfully in business.

This lite version of I&P is best run with participants who have already been introduced to the basics of persuasive, value-driven, communication through experience or formal learning.

COURSE OUTCOMES

- Learn ethical business applications of the science of influence
- Recognize conditions where each influence principle works best
- Gain agreement from others without use of power or position
- Establish yourself as a credible, trusted advisor
- Negotiate better outcomes
- Know what influence principle to use when situations arise
- Use powerful tools to help solve individual influence challenges
- Recognize when someone is attempting to influence you unethically and what to do about it

PRE-REQUISITES

None

KEY AREAS

Ethics and Influence
The Umbrella of Influence
Setting influence objectives
Immediate agreement using Social Influence

AUDIENCE

Anyone who needs to influence internal and external stakeholders.

DURATION

One day

DELIVERY

ILT