



ILT 2 DAYS

INFLUENCE & PERSUASION

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

This course looks at how to ethically use scientifically proven influence and persuasion principles to gain immediate and long term 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. Participants are also able to analyze their previous influence attempts and share with others what worked and why it worked.

PRE-REQUISITES
None

KEY AREAS
Ethics and Influence
The Umbrella of Influence
Setting influence objectives
Immediate agreement using Social Influence
Longer-term agreement using Persuasion

AUDIENCE
Anyone who needs to influence internal and external stakeholders.

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
- Create long-term commitments
- 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

DURATION
Two days

DELIVERY
ILT
(Blended also available on request)