

INFLUENCE AND PERSUASION AT WORK TRAINING

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COURSE LENGTH: 0.5 DAYS

In the workplace, there are certain skills that make some people more successful in influencing and persuading others. This Influence and Persuasion at Work Training course is for managers, supervisors and other leaders who need to influence and persuade their people to achieve the desired performances.

This Influence and Persuasion at Work Training Course covers the following topics: persuasion versus manipulation, storytelling, persuasive presentation, neuro-linguistic programming (NLP) techniques, effective communications and other techniques and tools to effectively influence and persuade others.

This comprehensive course is now available in London, Birmingham, Leeds, Glasgow, Sheffield, Bradford, Edinburgh, Liverpool, Manchester and UK wide.

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INFLUENCE AND PERSUASION AT WORK TRAINING COURSE OUTLINE

FOREWORD

During this Influence and Persuasion at Work Training Course, participants develop understanding and skills in making decisions by applying storytelling techniques, planning, using effective persuasion techniques, creating a persuasive presentation, understanding the nuances of persuasion, and more.

OUTCOMES

This short and comprehensive course is the fastest way to develop deep understanding and skills in influence and persuasion.

After completing this course, participants will have learned to:

- ▶ Make decisions about using persuasion versus manipulation
 - ▶ Apply the concepts of pushing and pulling when influencing others
 - ▶ Understand persuasion
 - ▶ Prepare to persuade
 - ▶ 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
 - ▶ Get off on the right foot
 - ▶ Use various presentation strategies
 - ▶ Use neuro linguistic programming (NLP) techniques
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MODULES

Lesson 1: Course Overview

- ▶ Welcome & Introduction
- ▶ Workshop Objectives
- ▶ The Difference Between Persuasion, Influence, & Manipulation

Lesson 2: Presentation Strategies

- ▶ Building a Persuasive Presentation
- ▶ Use Storytelling To Persuade
- ▶ Intro to Neuro Linguistic Programming

Lesson 3: Preparing to Persuade

- ▶ Pushing Versus Pulling
- ▶ Communicating with Confidence
- ▶ Planning The Conversation
- ▶ Suspending Their Frame of Reference

Lesson 4: Skill Building

- ▶ Practice Speaking Persuasively
- ▶ Practice Storytelling

Lesson 5: Getting Off on the Right Foot

- ▶ Building Rapport
- ▶ Matching
- ▶ Mirroring
- ▶ Pacing
- ▶ Leading

Lesson 6: Workshop Wrap Up

- ▶ Workshop Review
- ▶ Action Plan

WEB LINKS

- [▶ View this course online](#)
- [▶ In-house Training Instant Quote](#)