PROFESSIONAL DEVELOPMENT TRAINING

Influence and Persuasion at Work Training

1300 121 400

REQUEST QUOTE

0.5 DAY COURSE

Influence and persuasion extends beyond marketing and sales. It affects almost all business processes that require human resources. This training course in Influence and Persuasion helps to master the skills required to influence and persuade others in a variety of areas.

The PD Training Influence and Persuasion Training Course provides you with a deeper understanding of the techniques used for influencing and persuading others such as using storytelling, neuro-linguistics, planning conversations, mirroring, matching and more. Learning and using these techniques will help you to influence and persuade others easily and successfully.

This highly valuable and dynamic training course is now available throughout Australia, including Brisbane, Sydney, Melbourne, Adelaide, Canberra,and Perth.

What You'll Gain:

During PD Training's Influence and Persuasion at Work 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

Modules

Lesson 1: Getting Started
- Workshop Objectives
- Action Plan

Lesson 2: Understanding Persuasion
- How Persuasion Works
- Pre-Assignment Review

Lesson 3: Preparing to Persuade
- Pushing and Pulling
- Communicating with Confidence
- Frame of Reference

Lesson 4: Getting Off on the Right Foot
- Building Rapport
- Matching and Mirroring
- Pacing
- Leading

Lesson 5: Presentation Strategies
- Five Points for Any Presentation
- Preparing with the Five S Pattern

Lesson 6: Using Stories to Persuade
- The Importance of Story
- Storytelling Time
- Debrief

Lesson 7: Using Neuro Linguistic Programming
- Defining Neuro Linguistic Programming
- A Brief History
- Understanding Common NLP Terms
- Embedding Positive or Negative Commands
- Influencing Outcomes

Talk to our expert team

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