



Influence and Persuasion at Work Training

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This three-hour, instructor-led **Influence and Persuasion at Work Training Course** develops practical and ethical techniques for gaining support, building agreement and communicating ideas convincingly. Participants will learn how to plan influential conversations, understand different audiences and use storytelling, mirroring, matching and persuasive language appropriately. The course applies influence and persuasion skills to workplace relationships, stakeholder discussions, leadership, customer interactions and collaborative decision-making. Delivered live online by an experienced trainer, it is suitable for professionals who need to gain commitment and achieve outcomes without relying solely on formal authority.

What You'll Gain:

Winning support for your ideas is a skill every role needs. Learn to build credibility, understand your audience and present a persuasive, compelling message.

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

Lesson 2: Understanding Persuasion

- Workshop Objectives
- Action Plan

- 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

Investment

\$450.00

Upcoming dates

Fri 11 Sep

10:00 AM*

Mon 16 Nov

09:00 AM*

Thu 28 Jan

09:00 AM*

Wed 14 Apr

09:00 AM*

*Timezone: America/Los_Angeles