

COMMUNICATE TO INFLUENCE

OVERVIEW

SESSION HIGHLIGHTS

EXPECTED OUTCOMES

PROGRAM OUTLINE

1 OVERVIEW

This engaging 2-day program covers all aspects of Influence. The core techniques of influence are practiced throughout the program.

The program is unique in that it blends a wide range of well researched Influence concepts, some of which we are unaware of. Participants are encouraged to explore a range of techniques they can use to positively influence people through games, activities and 'real'-play.

2 SESSION HIGHLIGHTS

- Recognize the scope of power and influence and how to exert influence in challenging situations
- Tip and tricks of Influence, that can impact people without them being aware

3 EXPECTED OUTCOMES

- Participants will be able to create, position and communicate 'messages' in a manner acceptable to the listener
- They will be able to use a range of positive influencing techniques in work and personal situations in order to get work done

4 THE PROGRAM

The key topics that will be covered will be:



❖ Six types of power - how to use Power for engaging with others



❖ Social pragmatics – Social and non verbal signals that influence (WOO)

❖ Push & Pull Techniques – core techniques of influence



❖ Warm vs. Strength – how to project both, in order to manage perceptions

❖ Influence without Authority – using the 'Currencies' of Influence, as a subordinate



❖ Persuasion Skills – strategies and techniques of persuasion



❖ Psychology of Influence – examining the social factors cause someone to say 'yes'

❖ Tips and Tricks of influence – Tip, tricks, subterfuge and techniques to influence others