



I&P

Influence and Persuasion

DESCRIPTION

This course looks at how to ethically use scientifically proven influence and persuasion principles to get to 'yes' quicker with internal and external stakeholders.

These subtle yet powerful principles, used appropriately, will transform any interaction and strengthen key stakeholder relationships.

To maximize understanding and application, participants work on applying what they learn to their individual examples they bring to class.

This course also looks at how these principles map onto Total Inter Action's consulting models such as Whole Brain Thinking™, SOCIT Discovery and Persuasive Responding.

OUTCOMES

- Learn ethical business applications of the Science of Influence
- Recognize conditions where each influence principle works best
- Gain agreement without use of power or position
- Establish yourself as a credible, trusted advisor
- Build stronger business relationships with key stakeholders
- Develop urgency in others to act
- Improve long-term commitments
- Reduce delivery times
- Better uncover and understand customer needs
- Increase services and product sales
- Plan and deliver communications that result in action
- Work better with challenging stakeholders
- Use powerful tools to help solve individual influence challenges

KEY AREAS

- The Umbrella of Influence
- Asking for help and setting influence objectives
- The 7 principles of Social Influence
- Discovery 2.0
- Persuasion

METHOD

Instructor led, course discussion, team exercises, application to individual influence opportunities and challenges

COURSE DURATION

2 days

