

THE SCIENCE AND ART OF EFFECTIVE INFLUENCE

COMMUNICATION 

WHAT IS IT ABOUT?

Knowing how to influence people effectively, and with confidence, is a skill that can make a huge difference to your career, your day-to-day work life and your personal relationships. Every interaction you have with anybody has an element of influencing or persuading going on.

The ability to influence others is one of the main skills required to get results.

In this Influencing skills course, you'll learn how to apply influence strategies to gain commitment from others and foster collaboration.

WHAT WILL YOU LEARN?

- Improve your ability to influence people in situations where you cannot use formal authority
- Learn influence tactics that enable you to be more persuasive and influential in working with your superiors, peers, and subordinates
- Learn how to build and maintain high-quality relationships to further maximize your informal power and ability to influence others.

**INFLUENCE IS THE
ABILITY TO LIFT PEOPLE
UP TO OUR PERSPECTIVE.**

WHOM IS IT FOR?

Anyone who wants to increase their influence on others

METHODOLOGY, TOOLS, TECHNIQUES TAUGHT

- The psychology of persuasion
- Influencing techniques and strategies
- Techniques for building rapport and establishing and maintaining trust