

Communication that Influences and Persuades

The ability to persuade and influence others in the modern organisation is a key skill. Presenting your ideas and proposals confidently and dealing with objections and barriers to agreement is essential to success in a wide range of areas.. This course focuses on the factors that affect why we are persuaded by some people and their ideas and not others and gives participants the opportunity work with practical exercises that demonstrate how they can become persuasive communicators.

Learning Outcomes

At the end of the course, participants will be able to :

- Understand how persuasive communication works
- Increase your ability to persuade others to your point of view through knowledge of the 'win-win' principles of communication
- Understand and practice how to present your ideas to others both inside and outside your organisation
- Become a more active listener
- Write a personal action plan for developing your skills in the future

Delivering this course for managers

This module can also be adapted to suit managers and delivered over a period of 2 days. The additional skills included are based around negotiation and dealing with objections more effectively.

Who is this course for?

Course level - Introductory

Anyone who would benefit from increasing their ability to persuade and influence in the workplace.

Core topics

- Effective communication skills
- Being positive and assertive
- Using active listening and questioning techniques to advantage
- Creating the desired impression
- What makes communication persuasive
- Communicating with confidence in difficult situations