



## **Developing Influence and Persuasion Power**

Influence and persuasion are both leadership skills that are needed to be successful; however, these two skills are not the same. Influence is a skill that is built over time and involves your level of personal power. Persuasion results when the information you supply results in action by another person. For example, you may need to exercise persuasion skills to convince your boss you deserve a raise. You will need to use your influencing skills to have your team adopt a process change. This workshop will help participants learn how to influence and persuade in a variety of areas. Workshop length and content can be customized to meet your training needs.

### **How You Will Benefit:**

- Make decisions about using persuasion versus manipulation
- Apply the concepts of pushing and pulling when influencing others
- Use 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

### **Let's Get Started?**

1. Contact us to get more information
2. We will tailor the program for your audience
3. Execute the training solution

### **What Will Be Covered:**

- Explore the differences between persuasion, influence and manipulations
- Learn how to customize your approach to persuasion
- Using stories to persuade
- Learn some persuasion techniques
- Introduction to the art of neuro linguistics programming and its relevance to persuasion

### **What's Included?**

1. Virtual or Classroom facilitation by an expert facilitator
2. Dynamic Interactive Experience
3. Specialized course workbook and materials
4. Personalized certificate of completion

### **Who Should Attend:**

- Executives and Senior Level Managers
- Individuals in Management and Leadership roles who want to enhance effectiveness
- High Potentials
- Individual Contributors