

DURATION: One day public open course – or for your own in-house group

SUITABLE FOR: Anyone who needs to get their point across in a persuasive way to initiate change, impel action or defuse difficult situations. It is relevant both for managers who want to get their team onside or those who have a specialist, technical or customer-facing role and who need to speak simply and powerfully to reach the hearts and minds of their audience.

Objectives

By the end of the course you will be able to:

- Recognise the difference between persuasion, influencing and manipulation
- Understand what persuasion and influencing style you naturally prefer
- Establish rapport confidently to enhance personal impact
- Select different strategies that you can use to influence situations you encounter
- Adapt your approach to your audience
- Win others over to your point of view by focusing on what matters to them
- Immediately apply the skills you learned into your real life situa

Programme

Introduction & Workshop Objectives

- What we will cover
- Setting personal objectives and priorities

Your style – Positive and Assertive

- Identify your own natural style of influencing and communication
- Setting the context for this type of communication within your role
- Your personal communication style - self-analysis/skills audit
- Getting your ideas across in an assertive and effective way
- Playing to your strengths

Aspects of Persuasive and Influencing Communication

- How non verbal language can influence positively and negatively
- Establishing and maintaining rapport through finding common ground
- Questioning techniques and active listening and skills
- Persuasion tactics to shape others' opinions and/or gain agreement

Dealing with Typical Situations

- Preparing your argument by developing an influencing strategy
- Solving a shared problem and know when not to take 'no' for the answer
- Research - know your topic and your facts
- How to handle sensitive and difficult issues

The Way forward

- Summary, review and taking the new ideas back to your workplace

For more information or to book please call **020 7256 6668** or email enquiries@gbclearning.co.uk

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