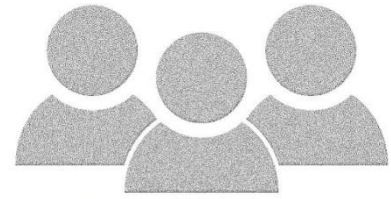




**Webinar Events**  
*live & interactive*

**GBC** learning



**Workshop**  
*face2face*

## Persuading & Influencing Skills

**Delivered as:** Interactive Workshop or Tutor-led Webinar

Live and interactive with exercises, discussion and actions to take away

**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.

**By the end of the modules 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 situations

### Assessing your style and assertiveness level

#### 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
- Getting your ideas across in an assertive and effective way

#### Aspects of Influential Communication

- How non-verbal language can influence positively and negatively
- Establishing and maintaining rapport through finding common ground
- Your personal communication style – self-analysis/skills audit

**Pre-course** – to consider your natural style and assertiveness level

Cont...

...Cont

### Persuasive behaviours & situational management

- Defining persuasiveness and what makes a person a good persuader
- Questioning techniques and active listening skills
- Persuasion tactics to shape others' opinions and/or gain agreement

### Dealing with Typical Situations

- Preparing your argument by developing a persuasive strategy
- Research - know your topic and your facts
- How to handle sensitive and difficult issues

**Pre-course** – To consider a work issue which does or has caused you difficulties?

### Action Plan

- Recap key learning points
- How to keep it up and develop back at work

### Other Topics to Supercharge Your Career and Relieve Stress:

- Effective Interpersonal Skills
- Time Management
- Managing People Effectively Level 1
- Managing People Effectively Level 2

For more information or to book please call **020 7256 6668, Option 2** or email **[info@gbclearning.co.uk](mailto:info@gbclearning.co.uk)**