



THE ART AND SCIENCE OF INFLUENCE IN THE WORKPLACE

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Do you need to persuade key stakeholders? Do you need to create “buy in” for organisational initiatives? Do you need to inspire staff to change? Do you need to build relationships and build trust? Now more than ever, your success depends on your ability to influence and persuade others. Influencing isn't a quick fix and the art of influencing doesn't come naturally to everyone, but if you take the time to develop and learn influencing skills, you will be a more effective communicator, leader and manager.

COURSE CONTENT

- develop a comprehensive, tailored strategy for influencing stakeholders
- move beyond simply 'arguing a case' to a more constructive, value-driven approach
- respond more effectively to resistance and objections
- structure influencing conversations in a way that is both concise and compelling
- build their confidence to initiate and manage influencing conversations
- develop a proactive strategy for building long-term relationships of influence
- understand your preferred style of influencing
- understand The 4 Sources of Influence

EXPECTED LEARNING OUTCOMES

- Managing first impressions
- Assessing the needs of your audience
- Designing sticky messages
- Developing a strong professional presence
- Understand the impact of various communication styles
- Understand the relationship between credibility and influence
- Identify opportunities to strengthen relationships

This program is designed for managers who want to strengthen their leadership and communication skills to meet strategic goals through greater use of influencing skills and persuasion. The most effective influencers are able to tap into these skills to inspire and persuade their key stakeholders to support their ideas and initiatives.

This workshop can be customised to meet your organizational training needs and the key learning outcomes set to match your requirements. It can be delivered in a full day or half day format. Two or more of our different workshops can be combined to form a 2 day masterclass