

# THE ART AND SCIENCE OF INFLUENCE IN THE WORKPLACE



Corporate Communication Experts

Presented by: Peter Dhu

## MELBOURNE Workshop - 14 March

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, the success of managers and leaders depends on their 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 - In this workshop you will learn to:

- 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 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.



**The greatest ability in business is to get along with others and to influence their actions.**

- John Hancock



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**Date** Thursday 14 March 2019

**Time** 9.00 am to 4.30 pm

**Venue** Level 26, 570 Bourke St, Melbourne 3000

**Investment** \$347 + GST

**What's included** M/A tea, comprehensive course notes, free newsletter

## BIOGRAPHY of Peter Dhu



Peter Dhu has been speaking professionally full time for 10 years. He began his working life working for the WA Health Department as a Medical Scientist. In his 30 years as a scientist, he managed various pathology labs and WA's Organ Donation Agency.

He now specialises in helping people overcome their fear and find their voice by training them in public speaking. This is a remarkable transition because Peter is a person who stutters, and chose not to speak for much of his life. He brings a real-life success story and courage to his work, where he inspires people with his own compelling story.

He is a living example that anyone can overcome their fears and unlock their hidden potential so they can have the courage to speak up and inspire the world with their stories.

He shows people how they can change the world one conversation at a time.

## REGISTRATION

**Name of Participant**

**Phone Number**

**Email Address**

**Return to:** Peter Dhu at [info@peterdhu.com.au](mailto:info@peterdhu.com.au)  
or Fax 08 6314 1620

On receipt of your registration I will send out a tax invoice for payment before the workshop. Payment can be made via cheque, money order, EFT bank transfer or via credit card using PayPal.

Thank you for your business.  
**Peter Dhu**

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Think twice before you speak, because your words and influence will plant the seed of either success or failure in the mind of another.

– Napoleon Hill

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