



THE ART AND SCIENCE OF INFLUENCE IN THE WORKPLACE PERTH

"Sometimes, if you want to change a person's mind, you have to change the mind of the person next to them first."

– Megan Whalen Turner

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 with key stakeholders?

Now more than ever, your success in communicating information, ideas, and change, depends on your ability to influence and persuade others. Influencing isn't a quick fix solution, 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 CONTENTS:

This workshop will teach you how to:

- Understand the difference between influence and manipulation
- Develop skills and strategies for influencing stakeholders
- Move beyond simply arguing a case, to a more value-driven approach
- Better handle resistance, push back and objections
- Structure influencing conversations in a way that is both concise and compelling
- Build confidence to initiate and manage to influence conversations
- Develop a strategy for building long-term relationships of influence
- Understand your preferred style of influencing
- Be aware of your nonverbal influence

LEARNING OUTCOMES:

At the end of this workshop, you will be able to:

- Manage those important first impressions
- Assess the needs of your audience or stakeholders
- Design memorable and influential messages
- Develop a strong professional presence
- Understand the impact of various communication styles
- Understand the relationship between credibility and influence
- Identify opportunities to strengthen relationships
- Understand the difference between features and benefits when influencing

DURATION: FULL DAY WORKSHOP

**This workshop is generally delivered as an in-house corporate workshop. However, it can be delivered as an online workshop, if required. All our workshops are customised to meet your organisational training needs and the learning outcomes are set to match your requirements.*



PETER DHU

INSPIRATIONAL KEYNOTE
SPEAKER, PUBLIC SPEAKING
TRAINER & COACH



Corporate Communication Experts

ABOUT THE FACILITATOR:

Peter Dhu has been speaking professionally full time for 15 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.

Peter provides individualised coaching and feedback for rapid improvement

DATE: Thursday 10 September 2026

TIME: 9.15 AM - 4.15 PM

VENUE: Gascoyne Room, State Library of WA
25 Frances Street, Perth, WA 6000

WHAT'S INCLUDED: M/A Tea, Lunch, Workbook,
Newsletter

INVESTMENT

- ☐ Not For Profit Organisation: \$400 + GST
- ☐ Full Registration: \$490 + GST



TESTIMONIALS

*I attended several of Peter's workshops and have continued to have coaching sessions with him. **Peter challenges and inspires me to change my way of thinking, gives me practical tools to combat critical self-talk, and motivates me to take action after every encounter.** I highly recommend Peter as an engaging and inspiring facilitator and coach.*

KIRSTEN SALMON
FINANCE MANAGER,
AUSTRALIAN INSTITUTE OF
COMMERCE & TECHNOLOGY

*I have engaged Peter's wonderful presentation and mentoring skills to develop staff on multiple occasions and within different organisations. **The workshops are great for enhancing the confidence of staff who are not primarily trainers but find themselves needing to deliver internal or external information or training sessions.***

MELISSA SCATES
HR ADVISOR, JUNIPER



REGISTRATION

NAME:

PHONE NUMBER:

EMAIL ADDRESS:

Return to: Peter Dhu at info@peterdhu.com.au

On receipt of your registration, we 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.

CONTACT US