

**Course Overview:**

Persuasion and influence are both ways of bringing about change in the behaviour of others. While persuasion requires you to communicate, influence works silently. This course will give you the skills to present your case persuasively and an understanding of how the psychology influence works, so people are motivated on their own to do what you want them to do.

**Course Objective:**

- Recognise the difference between influencing and persuading to use the right skill at the right time
- Understand and develop your influencing and persuading styles
- Understand the essential elements of high quality, persuasive and influential communication
- Influence and persuade people with different communication preferences in a range of situations
- Find common ground, connect emotionally and deal with rejection when persuading others

**Course Outline:**

- Influence and persuasion
- Influence vs persuasion
- Do's and don'ts
- What's your style
- Communication preferences
- Choosing words of influence
- Influence and persuading tools
- The lens of understanding
- Influencing up, down and across organizations
- Elements of persuasion
- Techniques for resistance

**Who Should Attend:**

Anyone wanting to develop influencing skills and persuade workplace interactions up, down and across organisations through effective communication, psychology and relationships.

**Training Language:**

English-Arabic

**Training Methodology:**

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation