

Hands-on course , 2
day(s)
Ref : AGC

Participants

All executives working in
either a hierarchical or project
team.

Pre-requisites

Fluent spoken English.

Next sessions

Skills for influencing and persuading

OBJECTIVES

This very practical training course will enable you to master the necessary skills for persuading and influencing the behaviour of others and have a far better impact in your dealings with them.

1) Introduction

2) How to convince your audience

3) How to acquire effective techniques to influence others

4) How to develop effective skills for convincing others

Exercise

Theoretical presentations, workshops and video role-play. Self-assessment tests.

1) Introduction

- Defining the process of influencing others
- Engendering persuasive communication
- One-to-one interaction processes

Exercise

self-assessment test and personalized analysis

2) How to convince your audience

- Understanding other people's defense mechanisms and sensitivity to stress : Identifying obstacles to communication, Establishing mutual agreement
- Working on stress reactions according to different personality types : Addressing others' systems of self-protection, Encouraging others to be more positive
- Dealing with the others' needs and expectations : Ensuring your communication is clear and concise , Gaining cooperation in sensitive situations

Exercise

video role-play : delivering difficult messages. Group debriefing session.

3) How to acquire effective techniques to influence others

- Basing your presentations on facts : Giving clear and structured explanations, using logical demonstrations, suggesting a deduction process
- How to Include behavioral factors to be more convincing : Taking your counterpart's personality into account, Creating a positive impression, Enhancing questioning and listening skills

Exercise

video role-play : improving convincing skills. Group debriefing session.

4) How to develop effective skills for convincing others

- Asking the right questions
- Listening and giving efficient answers
- Anticipating questions and objections
- Reaching an agreement

Exercise

video role-play : developing persuasion techniques. Group debriefing session.