

# Influencing and Persuasion Skills

## Course Overview

Influence and persuasion are two terms that tend to be used interchangeably, and while they are both ways to drive change, they are both very different things.

Your ability to influence people can derive very heavily from things like your personality, your charisma and your relationship with others. In other words, it is a more internal force working on others. Persuasion on the other hand is more external and relies on your ability to communicate clearly and provide evidential support for your arguments. Understanding how these both work will increase your effectiveness when trying to influence and persuade others.

## Program Format

This is 1-day program that can be delivered face-to-face or as a virtual program.

## Course Objectives

- Determine the key differences between influence and persuasion.
- Assess your strengths and development areas with influence and persuasion.
- Determine your preferred individual style.
- Increase your ability to connect with others by adjust your communication style.
- Determine emotional levels in others to identify whether an emotional or logical argument will be more effective.

## Course Outline

### Defining The Terms

Develop your own definitions of influence and persuasion and determine the key differences between the two terms. As a core life skill, it is also important to determine when your skills of influence or persuasion are going to be most effective.

### Common Influence and Persuasion Mistakes

We all make mistakes occasionally but, when trying to influence and/or persuade others, these mistakes can be costly. Look at some of the most common mistakes people make and begin to create strategy to help you build your skills and avoid these everyday errors.

### Looking Though Other Peoples' Perceptive Lenses

Everyone has their own unique perspective of the world and they can sometimes differ vastly from others. The key to effective influence and persuasion techniques is to gain an understanding of the other persons point of view. Once you do that, you can begin to adjust your style of presentation to directly address the other person's specific needs, thereby increasing your chances of success.

### Assess Your Influence and Persuasion Styles

Complete a self-assessment to determine your own preferred style of influence and persuasion. Then employ various tools and techniques to strengthen your argument and make it more appealing for the listener. Understanding when to use these tools is an invaluable skill.

### What Does Persuasion Look Like?

If you want to present a successful and persuasive argument there are four critical elements you need to address. These elements will help you connect with your audience, establish credibility and common ground and determine the evidence you need to provide.

### Overcoming Resistance

No matter how strong your argument is, you are still going to encounter people who remain resistant to your ideas and requests – either as a direct 'no' or a more subtle 'not right now'. Practicing techniques to overcome rejection and making them a habitual, natural response can vastly increase your chances turning people around and finding positive solutions.

