



for more information call
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BACK **Influencing and Persuasion**

Developing Your Personal Impact

The ability to influence and persuade others requires a range of different skills. Most people have these skills but have not been shown how to use them effectively.

Benefits

This course is designed for those individuals who need to improve their ability to influence and persuade others. Participants will:

- Learn and practice the power of positive language to influence, motivate and inspire
- Understand their strengths and weaknesses to produce an action plan for further development
- Understand the impact of their personal style and how to adapt it to achieve greater influence

Content

Each individual will undertake an influencing audit to understand their own strengths and weaknesses.

Using the output from the audit, each participant will practice techniques to build rapport and to test the power of language.

Adapting personal style to achieve a desired outcome will also be learned and practiced.

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