



Influence and Persuasion

Duration: 2 Days **Course Code: IP100E**

Overview:

The Power of Positive Influence Being successful in today’s fast-paced business environment requires the ability to achieve results by working with and through other people. Regardless of whether you have formal leadership responsibilities or not—you need to be able to influence others in order to achieve goals and get things done. The challenge is that influence, when used inappropriately, can damage relationships and become a roadblock to success. The Influencing and Persuasion program is designed to help individuals understand how to achieve positive outcomes by applying the right influence tactic in the right situation.

Objectives:

- The key elements of positive influence
- How to identify and build an Influencing Roadmap
- The difference between direct and indirect influence
- 7 tactics for influencing and when to apply each
- Your natural approach to influence
- How to use a four-part framework to develop an influential message

Content:

1. The Basics of Influence
 What is influence? When do we influence? The importance of intent
 Influencing styles
 The Influencing Roadmap
 2. Identifying your Influence Goals
 Writing influence goals
 Identifying obstacles
 3. Identifying Stakeholders
 Roles in the influence process
 Identifying your stakeholders’ styles
 4. Identifying your Influence Strategy
 Influence tactics
 Direct versus in-direct influence
 Multi-directional influencing
 Simple versus complex approaches
 A framework for developing influential messages
 5. Executing your Strategy
 The importance of listening
 Dealing with resistance and conflict
 6. Action Planning
 Your Influence Roadmap
 Next Steps

Further Information:

For More information, or to book your course, please call us on 00 20 (0) 2 2269 1982 or 16142

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