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## Influence and Persuasion

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

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### 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 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.

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### 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
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### 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

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### Further Information:

For More information, or to book your course, please call us on 00 966 92000 9278

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