



## Influence and Persuasion in Project Management

**Duration: 1 Days**    **Course Code: GK2703**

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### Overview:

Project managers are constantly faced with the challenge of managing people who don't report directly to them. That means a project's success often depends upon your ability to influence and persuade team members and stakeholders at all levels. In this short course, you'll explore the concepts, advantages, and disadvantages of various methodologies, tools, and techniques to influence, persuade, and negotiate in a variety of project environments.

This virtual short course, specifically designed to give you a quick convenient way to renew and refresh your project management skills, maintain your Project Management Professional (PMP)® certification, and earn PDUs on your own time, at your own pace. Virtual short courses do not include materials or headsets.

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### Target Audience:

PMP-certified project managers, IT project managers, project coordinators, project analysts, project leaders, senior project managers, team leaders, product managers, program managers, project sponsors, and project team members who want to continue to develop their skills and renew their PMP certification.

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### Objectives:

- Influence vs. Persuasion: Advantages and Disadvantages of Each
  - Effective Use of Persuasion
  - Laws of Persuasion and Their Uses
  - Ethical Issues
  - Power and the Project Manager
  - Influence Styles of Project Managers
  - Tools and Techniques
  - Influencing and Negotiation Skills for Project Managers
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### Prerequisites:

- There are no prerequisites for this course.
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### Follow-on-Courses:

- Management and Leadership Skills
  - Your Role as an Organizational Change Agent
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## Content:

### 1. Definitions

- Influence
- Persuasion
- Manipulation

### 2. Influence and Persuasion Are Very Similar

- Influence can be direct or indirect
- Persuasion is direct and task-specific

### 3. Usefulness and Advantages of Persuasion

- Persuasion Strategies

### 4. General Tips to Effective Persuasion

### 5. The "Why" of Persuasion (How Using It Helps You)

### 6. Who Uses Persuasive Tactics at Work?

### 7. Laws of Persuasion

### 8. Ethical Issues

### 9. Power and the Project Manager

### 10. Influence Styles of Project Managers

### 11. Tools and Techniques for Influence

### 12. Metaphors, Stories, and Organizational Tales in Business

### 13. Influencing and Negotiation Skills for Project Managers

### 14. Summary

- Cultivate your influence and persuasion skills
- Develop influence over time by being reliable
- Develop persuasive skills by appealing to the receiver's sense of WIIFM
- Persuasive abilities can help you make your case by appealing to Cialdini's six laws of persuasion
- Use memorable stories to augment statistics and help make your case

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## Additional Information:

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## Further Information:

For More information, or to book your course, please call us on Head Office 01189 123456 / Northern Office 0113 242 5931

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