

Influencing & persuading

45-minute webinar

We all need to influence and persuade others, but most of us have a limited range of strategies, so we're not effective in certain situations or with certain people. But this is a skill that can be learnt – an essential skill for anyone in business. This interactive and engaging webinar will give you practical tools and techniques you can use immediately to get others to say 'yes' more often, to buy in to your ideas and to give your commitment.

Learning objectives

- Understand the difference between influencing, persuading and manipulation – and why ethical behaviour is crucial
- Learn how to win people over by building rapport
- Learn how to build and maintain trust
- Be more aware of the impact your persuasion style has and be able to vary it as needed
- Develop a toolkit of approaches when influencing others

Format

Designed as a highly interactive 45-minute webinar for groups of 6 to 8, or 60 minutes for groups of up to 12, or 90 minutes for groups of up to 20.

Webinar overview

1 Everyday influencing

- Typical situations
- The difference between influencing, persuading and manipulation
- How behaving ethically helps foster sustainable working relationships

2 Rapport and trust

- Cialdini's '6 Principles of Influence'
- The importance of rapport and connecting with others
- How trust plays a vital part in influencing others to buy your ideas
- Maister's 'trust equation'

3 Influencing toolkit

- Push or pull?
- The 'broken record' technique
- The Goldilocks technique

4 Actions and next steps

- Review
- Personal action planning
- Next steps

5 Close