

Compelling case

90-minute webinar

We all need to influence others, but most people work with just a handful of approaches, so they're less effective in certain situations or with certain people. Getting this right is a crucial business skill. This interactive and informative workshop will build on participants' existing skills in providing a compelling case and give them additional strategies they can use so others say 'yes' more often. Whether it's with clients, with peers, stakeholders, suppliers or C-level managers, participants will learn to structure their ideas to give them the greatest chance of achieving buy-in.

Learning objectives

- Be aware of many different strategies that can be used for making a case compelling
- Know how to adapt your approach to appeal to different types of people
- Have practised using your skills in a variety of real-life situations
- Appreciate the value of 'selling' your ideas by focusing on what matters to the other person

Webinar overview

9.00 Welcome, agenda, overview

Story to illustrate the importance of making a compelling case. Agenda, objectives.

9.10 What makes a compelling case?

Understanding how our brains work and what causes us to buy in to ideas. What do we find convincing? The importance of clarity and structure.

9.20 Understanding what others want

Fundamentals of motivation. Fear of loss v gain. How emotions guide us. The limbic system as a guide for decision-making. How you need to mirror the decision-making process when creating a compelling case.

9.40 Strategies for making your business case influential

Strategies including push v pull, case studies and storytelling. How to influence using social proof and the Goldilocks approach. Participants explore the different methods and think about how they can be applied in their business roles. How would these need to be adapted to fit different job types, cultures or seniority levels?

10.05 Real-life scenarios

Participants use their real-life situations to discuss how to create a compelling case with feedback from peers using microphone or 'chat'.

10.20 Action plans and next steps

Participants reflect on their next steps and how they will implement their learning in the workplace. Each person makes a commitment for what they will do differently in a group whiteboard which can be circulated to participants following the session as a reminder of their actions.

10.30 Close