

INFLUENCING AND PERSUASION

COURSE OUTLINE

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Influencing and Persuasion

Course Aims

This focused 3.5-hour workshop develops the ability and confidence to influence the actions and behaviours of others in a constructive, ethical, and relationship-centred way. Delegates explore how different perspectives shape interactions, how their own behaviour is perceived, and how to adapt their approach to achieve positive outcomes. The session blends practical communication techniques, rapport-building strategies, and credibility-enhancing behaviours to support effective influencing in everyday workplace situations.

Duration

3.5 Hours

Target Audience

Professionals who need to influence colleagues, stakeholders, or customers without relying on hierarchy or authority. Suitable for anyone seeking to strengthen their interpersonal impact, build credibility, and achieve collaborative outcomes.

Learning Outcomes

By the end of the course, participants will be able to:

- Identify the key principles of influencing others.
- Identify how they perceive situations and how others perceive them.
- Use communication skills and techniques to build rapport and relationships without relying on status and authority.
- Identify how to build credibility to achieve the right impact.
- Practise using influencing skills and techniques to adapt behaviour and achieve win win outcomes.

Course Content

Session 1 - Foundations of Influencing

- What influencing is and why it matters in modern organisations
- The difference between influencing, persuading, and directing
- Ethical influencing and maintaining trust
- Key principles that underpin effective influence

Session 2 - Understanding Perspectives and Perception

- How personal filters shape interpretation of situations
- How others may perceive your behaviour and communication
- Identifying blind spots and assumptions
- Techniques for increasing awareness of others' viewpoints

Session 3 - Building Rapport and Strong Working Relationships

- Communication behaviours that create connection
- Active listening and questioning to understand needs
- Matching communication styles to build trust
- Strengthening relationships without relying on authority or status

Session 4 - Developing Credibility and Personal Impact

- What credibility looks like in practice
- Behaviours that enhance or undermine influence
- Communicating with clarity, confidence, and consistency
- Creating the right impression through verbal and non-verbal cues

Session 5 - Influencing Techniques for Win-Win Outcomes

- Adapting your approach to different people and situations
- Structuring influencing messages for clarity and impact
- Using collaborative language to gain buy-in
- Practical exercises to apply influencing strategies to real scenarios

Session 6 - Practical Application and Skills Practice

- Scenario-based activities to apply techniques
- Peer feedback to refine influencing style
- Personal action planning to embed learning