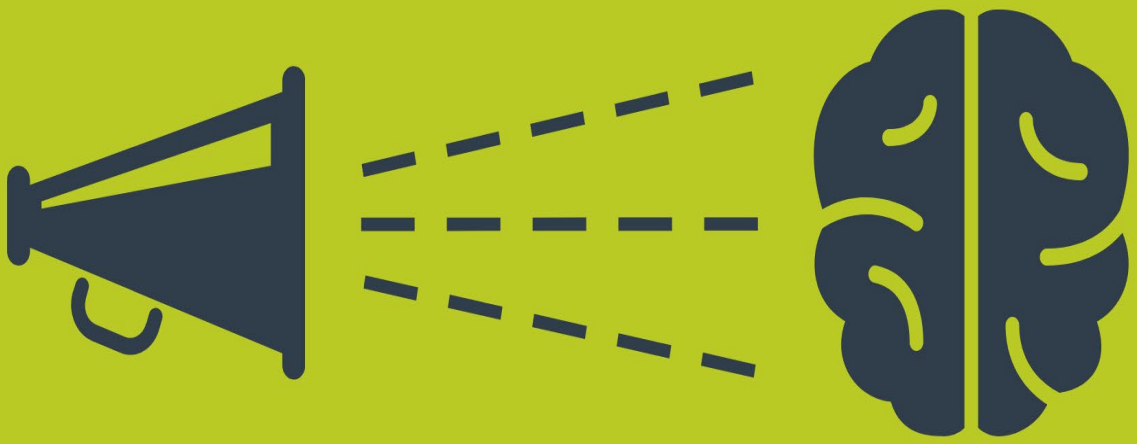

PREFERRED TRAINING NETWORKS

INFLUENCING AND PERSUASION TECHNIQUES

"The power of one, if fearless and focused, is formidable, but the power of many working together is better." - Gloria Macapagal Arroyo

This one-day course will provide participants with the skills to develop effective persuasion techniques. We will explore the essential components of persuasive communication, including understanding the audience and their needs, using persuasive language and body language, constructing a strategy and tailoring the message to the audience. Our instructor will also provide instruction on how critical thinking and ethical considerations can be used in developing persuasive statements and arguments. Participants will have the opportunity to practice these techniques and receive feedback from the instructor in a supportive learning environment. Join us to learn how to effectively persuade others and create powerful messages.

Key Course Content:

- Identify differences in others
- Create individual action plans to develop individual persuasive techniques
- Understand opposition thinking styles
- Have confidence and knowledge to invent win/win outcomes for both parties
- Discuss the importance of congruency in influencing others
- Communicate more effectively with different personalities
- Be confident of your objectives beforehand
- Strategically use hypotheticals to keep people on track
- Explain different persuasion techniques
- Understand the importance of active problem solving
- Identify key stakeholders

Target Audience:
The course can be tailored for the specific cohort whether it be the leadership team, another group of managers/team leaders or employees.

Duration:
This course is available as a 1-day course or a truncated half-day course.

Delivery:
This course can be delivered both in-person or virtually. For virtual delivery, we can use our virtual platforms or your organisations.

Group Size:
We recommend a group size of 4-10 people.

100% Australian Owned and Operated

GET IN TOUCH: Niall: nkennedy@preferredtrain.com 1300 323 752 0418 569 217

search our website "Preferred Training Networks" for more courses and workshops