Course Outline

The Psychology of Influence   1 Day

Some people appear to have a knack for influencing others. Their persuasive skills appear to flow naturally and unconsciously – but they actually stem from principles anyone can learn to apply. By understanding these principles, you can get others to listen to you, persuade people to change their mind, shift the direction of a conversation, communicate a message effectively and get more of what you want in life and at work.

What you'll learn to do in this course

You'll come out of this session with practical tools for improving your influencing skills. We'll bring theory to life and tell you how to succeed. A range of practical tips will be presented to you. You'll talk through examples and enjoy practical exercises. At the end of the course, you should be able to:

- Discuss key models of influence and how they can be applied in your context
- Design a persuasive argument and match your listener's decision making filters
- Add impact to your spoken message using nonverbal persuasion tools
- Use 9 framing patterns to increase the effectiveness of your message
- Structure a high impact presentation

Topics you'll cover

- What is influence?
- Matching your message to you listener
- Influencing nonverbally
- Using verbal framing techniques
- Influencing groups

What others have said about the course...

'Extremely valuable for our staff. You have a very engaging and thoughtful personality which makes it easy to contribute'
Luke. SE Timber 2015

'Offers a practical course which is based upon robust research'
Frank. University of Western Sydney College 2015

'Interactive, useful information that can be applied to my daily work'
Crystal. University of New England 2014

'Found the material well-presented and easy to apply to real situations in the workplace'
Karyn. NICTA 2015

Book your training NOW
Call Eleanor Shakiba on 0433 126 841
Download course information at www.thinklearnsucceed.com.au