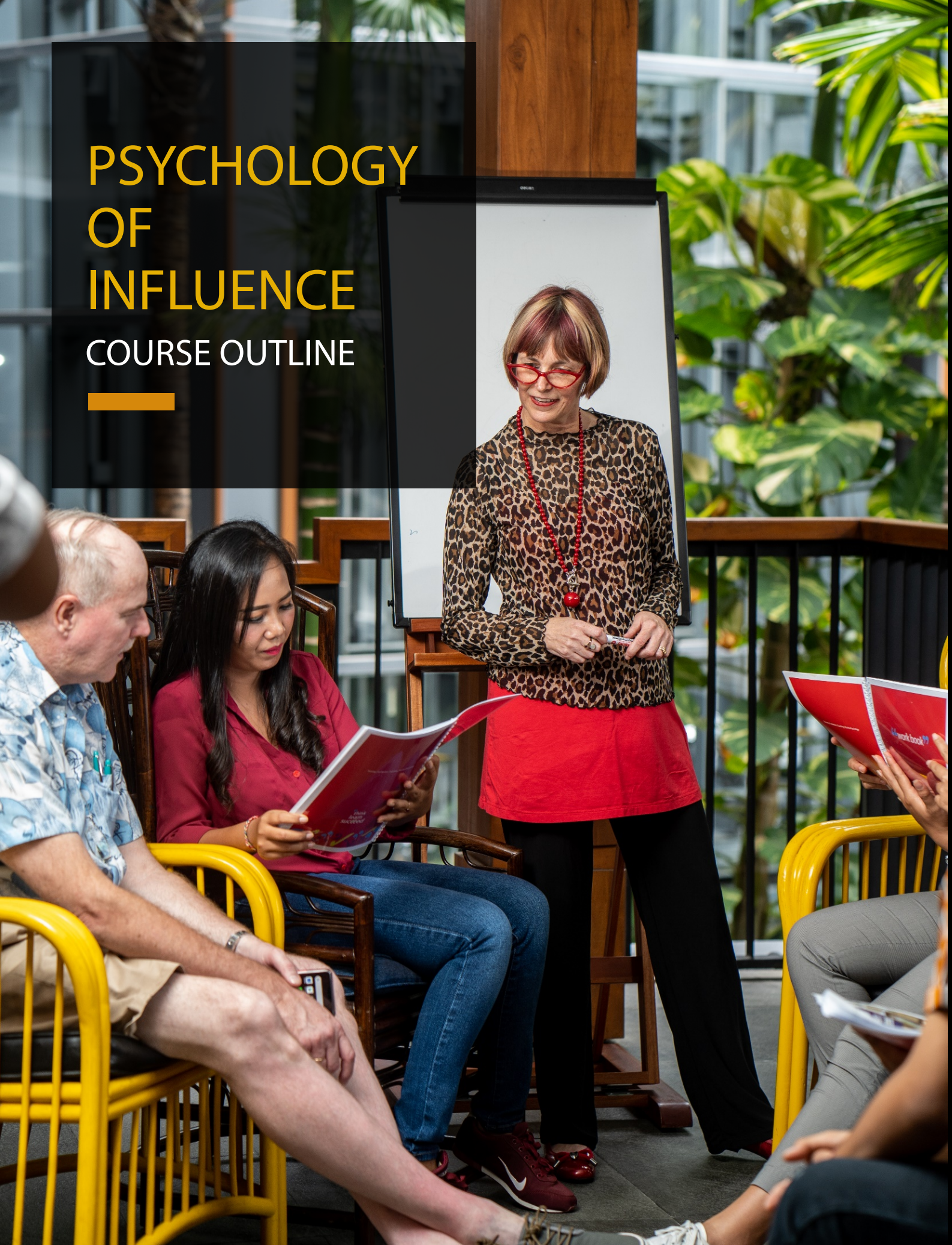


# PSYCHOLOGY OF INFLUENCE

## COURSE OUTLINE

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DYNAMIC TRAINING BY THINK LEARN SUCCEED



# Training to inspire positive deviance

## Course overview

Although some people seem to be 'natural' influencers, anyone can learn to be more persuasive. Yes! You can get others to listen, change their minds and buy in to your proposals. Hear how to shift mindsets and influence decision-making, using tools from positive psychology. Learn how to structure a compelling message. Discover how to choose words that will make an impact. Master the art of building rapport, so you can reduce resistance to new ideas or suggestions. Get tips on assessing what motivates another person, so you can get your point across effectively. Learn to influence with integrity, so everybody wins.

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## What you'll learn in this course

**By the end of this course, you should be able to achieve these results.**

- Use 6 principles of breakthrough communication to boost your influence
  - Pinpoint the decision-making filters of your target person or audience
  - Structure a message to match those filters
  - Use influential language patterns to make your message compelling
  - Handle objections or resistance during your influencing attempt
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## Topics you'll cover

- What is influence?
- 6 principles of influence
- Steps for success
- Planning your approach
- Building rapport and linking to needs
- Using persuasive language patterns
- Handling objections and resistance

## Meet your facilitator

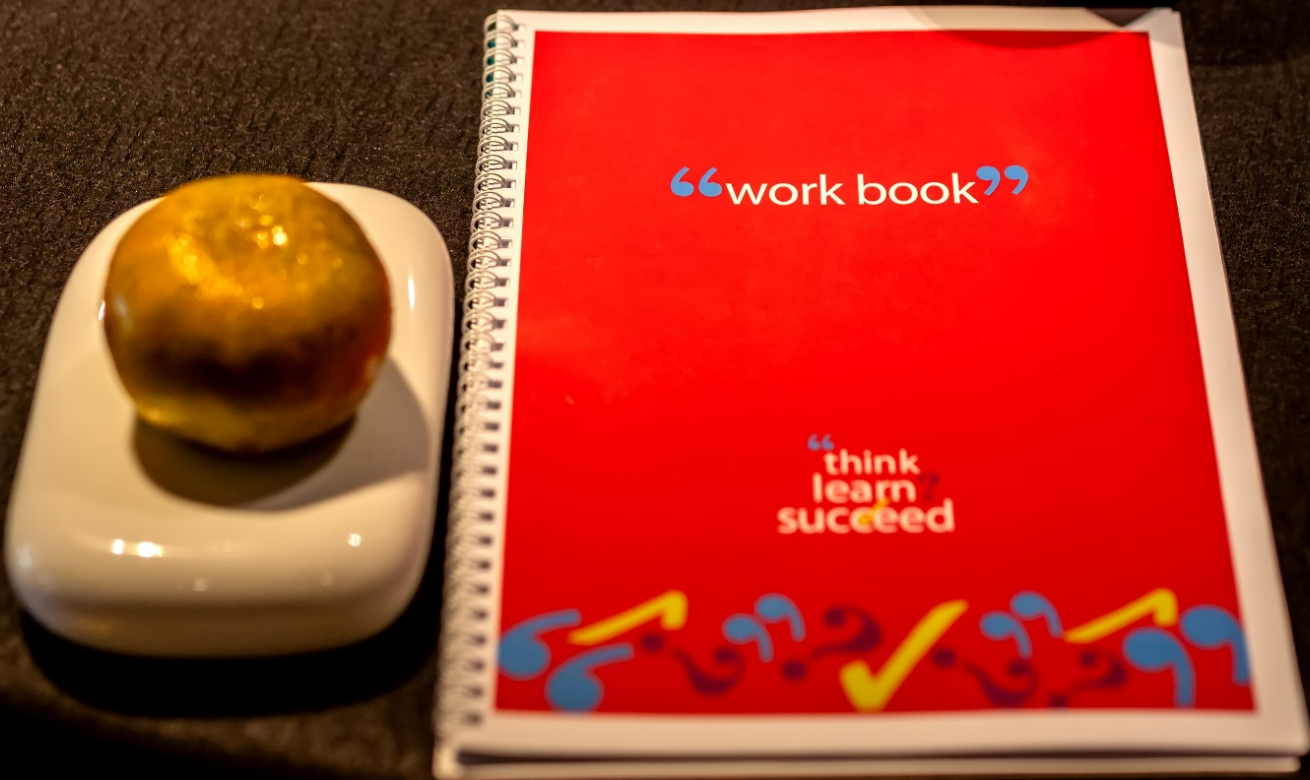
Eleanor Shakiba is a positive psychology trainer and success coach. Her training style is dynamic and bold, with a dash of quirky humour. She believes that interaction, activity and experimentation promote learning. That's why she uses experiential training techniques instead of 'chalk and talk' lectures.

In her early career, Eleanor ran an educational theatre company. In the mid 1990s, Eleanor discovered her passion for facilitation and adult education. She worked for ten years as a trainer and facilitator at the University of Sydney. In 2006, she founded Think Learn Succeed – a business which delivers training courses and coaching. Eleanor loves working with 'positive deviants'. These are people who differ from the norm in constructive ways. Eleanor works with positive deviants to create vibrant business cultures and peak performance.

Eleanor is qualified in Social Anthropology, Adult Education, Counselling and Positive Psychology. She delights in helping professionals learn skills for success in the real world, using interactive learning techniques. Her students describe Eleanor as 'a lively and enthusiastic presenter who can keep you engaged for hours.'

Creativity is Eleanor's signature strength. She loves using it to write books, video scripts and online training programs. Eleanor is the author of *Difficult People Made Easy* and is currently writing her second book, *6 Habits of Savvy Female Negotiators*. She has also created over 120 training programs and a range of online learning courses.





**BOOK THIS COURSE FOR YOUR TEAM**  
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