



INFLUENCING

Objective

Influencing others and negotiating for what you need are vital components for every professional in modern organisations. Command and control structures have given way to less hierarchical, cross-team and partnership working where you get things done by inspiring and influencing others. Many people working in organisations experience problems when attempting to influence others. Sometimes, the source of difficulty is perceived to be rooted in a particular relationship and sometimes it is experienced as a more general inability to exercise influence. In this course you get a better understanding of the steps to take to influence your stakeholders.

This training allows you to:

- Identify and map stakeholders
- Define stakeholders power and support in relation to your initiative
- Understand your stakeholders and determine their receptivity
- Identify their own and stakeholders influencing style
- Understand the different strategies to use
- Winning their listeners minds and their hearts
- Deal with audience resistance
- Actively involve listeners in discovering the logic of your argument

Summary of content

- **Understand influencing & persuasion;** what is influencing & persuasion? why is it important? the elements of influencing & persuasion
- **How to build trust;** trust equation, applying the trust equation to you different stakeholders
- **Gauge your audience's receptivity;** analyze your audience's receptivity, categories of receptivity
- **Understanding Your Audience: Choose your persuasion strategy;** Decision-making styles, Assess decision-making styles
- **Winning your audiences mind & heart;** Structure your presentation effectively, spotlight benefits your listeners value, select the right words, appealing to emotions
- **Overcome resistance to your ideas;** Identify resisters' interests, understand resisters' emotions, listen to resisters' concerns, ensure consistent verbal and nonverbal messages
- **Persuasion "triggers";** Conscious and unconscious responses, the seven persuasion triggers

Structure

To optimise your learning we ask you to bring an actual project where they need to influence stakeholders. During the training you apply each step on your own project to. After the training you will have an action plan in influencing your stakeholders.

Recommended participants

Suitable for employees at all levels in the organisation that want to improve their influencing skills.