

Positive Influence



Overview

This course is for individuals who wish to increase their levels of positive influence & persuasion with colleagues, customers or suppliers and be able to present themselves & their ideas with confidence. It will enable participants to positively influence people via all forms of communication, from email to formal presentations, within the workplace. Using their own real-world examples they will have an opportunity to practice the 4 key stages of influence & design their communications to key stakeholders to gain buy-in & high levels of engagement.

Key Objectives	<ul style="list-style-type: none">• To define positive influence & it's impact on fruitful relationships• To understand how to tailor communications to their intended recipients to gain positive results• To present ideas with impact
Content	<ul style="list-style-type: none">• Defining positive influence & identifying influence situations• Difference between positive influence & manipulation• The 4 stages of positive influence• Starting with the aim in mind when defining an influence message• Gaining clarity with six clarity questions• The 2 key factors that influence a change in other's behaviour• Setting the scene with an influence statement• Delivering influence messages with impact• Tailoring communications to specific stakeholders• Increasing engagement within communications
Logistics	Sessions are interactive & require full audience participation. Participants will need a webcam & microphone on a laptop or mobile device. The session will be run in Zoom (or equivalent platform) and a PDF of all slides will be made available following the session.

