

## Influencing Skills

### The Power of Influence and Persuasion

#### Course Objectives

- Identify the reasons for being and benefits of being influential
- Understand influence
- Learn how power creates influence and how to get it
- Be aware of various influencing styles and your own preferred style
- Explore Robert Cialdini's 6 principles of social influence
- Set clear objectives for influencing and show empathy, develop rapport

#### Customisation

StressLess Learning works in partnership with clients to customise and refine all course content and duration to suit both organisational goals and individual learners requirements.

All course outlines are therefore to be used as a guide only.

#### Duration

Flexible

#### Target Audience

Those wishing to enhance their influencing skills in the workplace which enables effective communication while developing lasting business relationships.

#### Course Outline

##### Defining influence

- Influence
- Persuasion
- Manipulation

##### Why influence

- Cognitive dissonance
- Perceptions
- Benefits of being influential

##### Power to influence

- Formal or position power
- Informal or personal power
- Characteristics of influential people

##### Your approach to influencing

- Rational approaches to influencing
- Social approaches to influencing
- Emotional approaches to influencing
- Manipulative approaches to influencing

##### 6 principles of social influence

- Reciprocity
- Commitment and consistency
- Social proof
- Authority
- Liking
- Scarcity
- Applying the principles to business

##### Developing rapport and empathy

- The emotional bank account
- Ways to deposit in the emotional bank account
- Rapport
- Empathy

##### Persuasion self-assessment

- Influence & Persuasion self-assessment tool