

Gaining social influence

Become more persuasive and influential with 6 principles

Presentation Objectives

- Work through characteristics influential people have in common.
- Discuss Robert Cialdini's (The Science of Persuasion) 6 key principles of persuasion which you can use to influence others.
 - Reciprocity
 - Commitment and Consistency
 - Social proof
 - Authority
 - Liking
 - Scarcity

Customisation

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

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

Duration

1 hour presentation

Target Audience

Anyone who has other people competing for their time..

Presentation theme

Social influence is the power and ability to change or impact the thoughts, opinions and actions of other people.

“The greatest ability in business is to get along with others and to influence their actions.” John Hancock

Some people have a natural affinity with the skills required to influence while others will need to focus on and practice the techniques required to effectively influence others.

A planned approach to getting what you want should not be seen as manipulation. Manipulation removes the other person's choice, whereas influence is more subtle and importantly, leaves the choice with the other person.

When true influence is perfected most people can't even explain why they made a particular decision.