

# Influencing & Persuading

Uncovering the psychology to transform your influencing skills



**Participants** Up to 15

**Format** 6 hours (online or in person)

**Who should attend?** Anyone who as part of their role needs to get other people and stakeholders on board with their ideas. That could be anything from convincing a team to take on a new project to pitching a new budget proposal to a senior team or selling a product to a customer.

- Learning Outcomes**
- ▶ Become empowered by harnessing your individual influencing style
  - ▶ Understand the psychology of influencing, including how your body language, words and work culture impact your ability to persuade
  - ▶ Develop the skills to adapt your strategy according to the culture and stakeholders you are looking to influence or motivate.

**Overview** Your ability to influence is one of the key human skills needed for success in the workplace, at any stage of your career.

The old style of command and control (just telling people!) is giving way to collaboration, cross-team and partnership working, so effective influence and persuasion is critical.

In this highly practical workshop, you'll be reflecting on your own personal style and we'll be opening the doors to psychological skills such as active listening, empathetic questioning and positive framing. You'll gain an understanding of how different people think and how the organizational culture you're in affects your ability to influence.

By the time you leave, you'll get how influencing works and be equipped with the techniques and strategies to transform your confidence in influencing and persuading others.

94%

of participants  
would  
recommend  
our workshops

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**Don't just take our word for it ...**

“Life changing is how I would describe Think Productive's methods”

Sonia Sparkles  
Symantec Global Consulting

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