



**DIFFICULT PEOPLE
MADE EASY**

Psychology of Influence

Course Outline



Are you ready to power up your influencing skills?

Find out how YOUR words can change minds. Influence is the ability to guide someone's thinking, decisions or actions. It can help you shape others' behaviour, shift the direction of a conversation or get your point across easily. See how to structure a compelling argument. Add impact to your message by using influential language patterns. Try out the tools great influencers use – including linguistic framing techniques, rapport-building strategies and a process for planning high impact presentations. Hear how to engage, motivate and persuade.

Why learn how to improve your influencing skills?

Learning how to influence can help in all aspects of your life - from your professional role to your social interactions and everything in between. The skills you learn in this course can be used to:

- Prevent others tuning out when you speak
- Get your message across compellingly and persuasively
- Stop other people arguing with your point of view
- Build rapport so you can 'connect' at deep level
- Avoid conversations that lead nowhere
- Keep your communication on track – even in tough situations

What will you learn in this course?

You'll come out of this inspiring course with practical tools for influencing and persuading. See why some people are easier to influence than others. Hear what experts in psychology know about getting your point across successfully. Learn how to:

- Assess the decision making filters of the person you are trying to influence
- Plan and deliver a powerful argument
- Frame your argument so that it appeals to different personality types
- Connect with others by using verbal and nonverbal rapport-building techniques
- Speak persuasively
- Influence groups by preparing high impact presentations

The information covered in this course comes from the fields of applied psychology and business studies. You'll cover models such as:

- The four step influencing process
- Identifying and matching decision making filters
- Linguistic framing techniques
- Rapport-building process
- 4mat presentation stages

How can put your learning to use?

The practical focus of this course means that you can use what you learn immediately. Influencing skills can be used in business to build stronger networks, persuade people to listen to your ideas, negotiate, create buy-in to change and keep meetings on track. They can be used in your personal life to get friends and family members on-side, sort out disagreements, handle difficult people and build stronger relationships. During the course, the trainer will answer your questions about using influencing techniques in your specific contexts.

What topics will you cover?

Topic one: What is influence?

Discuss what it takes to be great influencer. Hear what highly influential people say and do. See how models of influence have developed since the ancient Greek philosophers first pondered how to build a persuasive argument using rules of 'rhetoric.' Talk through the difference between influence and manipulation, so that you can influence with integrity. Assess which styles of influence you currently use and identify your learning goals for the day.

Topic two: Theory and practice of influential communication

If you need to boost your personal influence, it's time to master four key steps. See how to set an outcome for your influencing attempt – and use that outcome to keep your communication on track. Find out how others make decisions. Learn to identify the main psychological filters at play in a specific context. Then learn to match your approach to the other person's decision making 'filters.' Try out a step-by-step process for planning your approach to influencing someone.

Topic three: Nonverbal sources of influence

Your body language is even more important than what you say during influencing attempts. Learn the ways you can build and use rapport at a nonverbal level. Find out how 'matching' will encourage others to open up to your ideas. Get hands on experience using both verbal and nonverbal matching techniques. Discuss what you should do when you don't agree with someone but still need to maintain a harmonious relationship.

Topic four: Words that influence

Tap into the power of words. Learn to make your message memorable by delivering it in 'headline' format. Work out which words will appeal to the person you are trying to influence, taking into account their decision making filters. See how to pre-empt objections – so you remain in charge of the direction the conversation takes, even when others don't fully agree with your perspective.

Topic five: Persuading groups

Do you need to influence groups during meetings or presentations? Then this section of the course is for you. Learn to address four key information processing styles when designing a presentation – so you will maximise your influence when you're in front of a group. Find out how to structure a formal presentation for maximum impact. Get hands on experience creating the outline for a presentation that will inspire and persuade.

Who teaches this course?



Eleanor Shakiba is a leading people skills trainer, based in Sydney. She has helped thousands of professionals to use breakthrough thinking and communication tools. Eleanor has written over 90 training courses, 12 audio programs and 10 videos to help people excel at work. Each month, she publishes a new communication skills program on YouTube.

Eleanor is qualified in Social Anthropology, Adult Education, Applied Psychology, Neuro Linguistic Programming and Mediation. She writes and teaches in the areas of applied psychology, communication and conflict resolution. Her passion is helping professionals learn skills for success in the real world.

See Eleanor in action at <http://www.youtube.com/user/thinklearnsucceed>

How is the course delivered?

This is a highly interactive course, delivered over one day. Book Psychology it for your team, if you need training that delivers practical skills in a dynamic format. The course covers the why, what and how of influencing and persuading. You'll learn through a variety of methods including:

- Mini lectures
- Video presentations
- Question and answer sessions
- Demonstrations by the trainer
- Practical group activities
- Individual planning activities

What past participants say about this course?

"An enjoyable and valuable day."

"The course was extremely helpful in highlighting strategies for future workplace and life conversations."

"Some great activities. Excellent quality of materials. Facilitator had great energy and was an excellent presenter."

Book Psychology of Influence for delivery at YOUR workplace now.