

Influence and Persuasion through Credibility

Introduction

The frustration that builds when we are given no choice has many negative outlets, both personally and professionally. However, when listened to, respect and relationships grow. If we are to gain co-operation and understanding, then influencing and persuading becomes a vital resource. This course has been designed for people who need to positively persuade and influence, in order to achieve mutually beneficial solutions and pro-activity in the workplace.

Course Objectives

By the end of this course, participants will be able to:

- List the different types of power
- Explain the reasons behind someone's power
- Identify the key elements of effective influence and persuasion
- Explain how we influence each other and create personal power
- Develop sound working relationships built on trust and mutual respect
- Utilise different influencing styles and adapt your behaviour accordingly
- Move towards compromise
- Improve their own personal effectiveness
- Contribute more effectively
- Present your case succinctly and with impact
- Identify their own strengths and development areas
- Describe an effective strategy for influencing others - using techniques
- Demonstrate how to use techniques drawn from behavioural science and social science to influence others

Content

A sample of what is covered includes:

What is Power?

- Definitions and impact
- Power and the reasons behind it
- Expanding your power base

The six types of power

- Referent
- Information
- Expert
- Legitimate
- Reward
- Coercive
- Extending your personal power

What is Persuasion and Influence?

- Defining persuasion and influence
- Why do we need to influence?
- Who do we need to influence?



- The qualities of a successful influencer
- Push vs pull persuasion styles and the behavioural implications of both when persuading
- Perception - how you perceive situations and how others may perceive you
- The identification of individual "filters" and how to overcome these
 - The psychology of human behaviour
 - The Secrets from the Power of Persuasion - Robert Cialdini - Video
 - The Cohen and Bradford Model
 - The power of positive thought - getting prepared for the persuasion discussion

The Importance of Influencing Others

- Exploring changes in our work environment
- Why you cannot survive by yourself

The Key Essentials of Influencing

- The meaning of influence
- Mental replay - what helps?
- Important beliefs and values
- Empathy and esteem

The Elements of Influence

- Five critical factors for influencing others
 - Applying the five factors: capability, perceived value, perceived value realisation, perceived cost, perceived risk
 - Using an influence formula to guide your planning
- Achieving and maintaining commitment
 - Stating your desired results
 - Going beyond compliance
 - Creating collaboration
- Recognising manipulation and taking positive action
 - Differentiating manipulation from influence
 - Gaining an agreement, you can count on
- Establishing and maintaining trust

Influencing Strategies

- Your preferred style - questionnaire
- A framework for influencing strategies

Influencing with Communication Skills

- Body language and how to influence using rapport
- Communicating with others to influence
 - Using the right words and language
 - Applying the correct pace and tone
 - Understanding the psychology and behavioural style of others around you

An overview of Transactional Analysis

- How our thinking affects our behaviour
- How to invite the behaviour we wish to see

Self-Development for Influencing

- Understanding the causes of personal blocks and barriers
- Anchors - creating and triggering resource anchors in order to instantly access any desired emotional state
- Managing personal strengths and weaknesses