

# You as a Brand

## Introduction

This course provides you with the insights, techniques and tools for increasing your positive impact on others, through persuasion and influence over others and to build credibility more effectively.

The course is ideal for anyone who needs to influence or persuade others in a variety of situations and would benefit from improving their effectiveness and/or confidence in doing so.

You may already be needing to do this on a regular basis without having had any guidance or training or moving into a new role that will require the need to do this effectively.

So, what is the relevance of persuasion, influence and credibility? Influence and persuasion are very specific forms of communication and a key factor of credibility. It involves the need to understand your own perceptions and emotional drivers and those of others too, and then apply the most effective strategies to achieve the best or most appropriate outcomes.

## Course Objectives

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

- Explain styles used for influencing and persuading others
- Recognise and be able to apply the stages for influencing and persuading someone
- Describe the key factors that help build and maintain credibility
- Use these skills and attributes to better manage challenging behaviour and difficult situations
- Appreciate significance of factors that affect your impact on others and the power of building and maintaining a positive 'personal brand'

## Content

A sample of what is covered includes:

### The role of influence and persuasion

This session will look at the relevance and power of influence and persuasion. We will cover:

- Why and when we need to influence and persuade
- Appreciate the significance of perception and first impressions
- Identify the key factors that affect your impact on others
- Recognise the power of building a positive and distinctive 'personal brand'

### Understanding and developing factors of 'personal brand'

This session will consider these factors in more detail and how they can be applied and developed. We will cover:

- Understanding self - consider the factors that influence and persuade you
- Map out your circles of influence and styles of persuasion
- Explore proven strategies, techniques and tools for influencing and persuading
- Building skills to help use persuasion and influence for better outcomes

## Credibility

This session will look at the relationship between influence, persuasion and credibility and then focus on recognizing how to build and maintain credibility. We will cover:

- Understanding factors of credibility and how to enhance your own credibility
- Building self-confidence and credibility
- The balance of power and positive influence when under pressure
- Identify opportunities to further enhance personal impact

