



The Secrets of Influencing & Persuading

This 1-day workshop will reveal the secrets to influencing and persuading people in a positive way along with the tools, techniques and strategies to help you achieve your outcomes more effortlessly.

Why attend this course?

No matter what your level of expertise in life or how hard you're prepared to work, there's a limit to what you can achieve without the ability to influence others. No one can achieve everything they want, all by themselves. It's impossible! At some point, there's going to be someone you need to convince to do something, whether it's a bank to lend you money, someone to give you a job or a customer to buy a product.

Similarly there may be people who try to obstruct your path to success and so we need to learn how to influence people to help us, by moving aside and allowing us through. Just think about any change initiated in a large organisation. There are always some people you need to convince to get on board with the change and there are always some that you need to convince to stop obstructing it!

In the past and still to some degree today, the school system was designed so that you only needed to focus on your own efforts. You were marked on your own ability to answer questions on an exam paper, not on your ability to influence other people to help you or work as a team. It is a vital skill, that most of us have had to figure out for ourselves and to a lesser or greater extent, we do ok! As a manager, life is a breeze when you have a team full of people that operate like you do and get things done because you asked them to do it. Life becomes a total nightmare when we have to work with that person we can't seem to influence, no matter what we do!

So, not only does this course look at improving your existing ability to influence the majority of people around you, but we also help you to work out how to influence that type of person that causes you the biggest challenge in your life. After all, you're only the best manager you can be if you can influence ALL types of people, not just the easy ones!

What is covered?

- We start the course by looking at **why it's so important** to learn to influence people. As unfair as it seems, hard work and intelligence are rarely rewarded on their own in our society and without the ability to influence, persuade individuals and groups, we are limited in the amount of success we can create on our own. If you want to achieve your goals, you're going to need to learn how to influence and effect people in a really positive way!
- We encourage you to **make a note of the challenges you face** around influence, whether at work or at home and use these challenges as opportunities to practice the techniques throughout the day. We also ask you to consider what you'd like to achieve by the end of this course and how you see your life changing as a result of being able to positively influence more effectively, with less effort.
- We discuss the **difference between positive and negative influence**, the people who influence us positively and negatively and the reactions we have to each. We conclude with what type of influence we are going to aim for and how we might start to achieve it.
- We then demonstrate the **simple success strategy** that will ensure that you understand the importance of being flexible in the process of influence and learning as you go.
- We reveal the **secret to influencing as being two keys**: The first of these keys is **Rapport**. We examine what we mean by "rapport", its biological and psychological origins, the various ways to create and maintain rapport in your relationships, but also how to mend it when it's been lost! Without rapport, you CANNOT influence!
- We then explain the second key. **"Perceived Self Interest"** is the most important factor in a human beings decision to do something. We explain the common emotional needs that all human beings have, which form the basis of their decision-making and drive ALL their behaviours. When we have the ability to build positive relationships AND create a perceived self-interest in others, we will understand how to influence, motivate and inspire people to do whatever we need them to do.
- We examine the strategy of **building emotional equity** with others, which is like creating a bank account of good will and influence that you can withdraw from when you need it. We also look at short-term influence (similar to selling) when you haven't got time to build emotional equity or a strong relationship and need to get a result more quickly.

- **Persuasion** is the art of helping people to see the world in a way you want them to. We will demonstrate and practice a few of the best techniques and principles to help you start improving this incredibly important skill. We start by explaining the principle of empathising with the other person's point of view and seeing things from their perspective first. You cannot influence anyone if you're not flexible with your own point of view! You can't influence anyone if you always want to be RIGHT or if you think other viewpoints are WRONG! You need never argue about anything, ever again, in order to get what you want! In fact, for those that know how to influence, arguing is the least effective way to get anything!

- We then take a look at the persuasive skill of "**Reframing**". This is the ability to see things from multiple perspectives and be flexible in your thinking. It is a mental muscle you can learn to build that increases your power to influence. You will practice getting people to see things in new ways and changing their opinions.

- To make life even easier, we then look at some **effortless ways to influence people**. We look at the unbelievable power of **non-verbal communication**, our voice tone, facial expressions and body language on the people we are interacting with. We investigate how easy it is to affect someone with our thoughts about them and examine the Pygmalion effect; the psychological phenomenon, where our positive or negative expectations about a person's behaviour, influences them to fulfil those expectations. In response to this, we give you a technique to instantly overcome the challenge of dealing with someone for whom you have negative expectations. You can literally change someone's behaviour, by changing your thoughts about them!

- Finally, we consider the most important person you need to be able to influence in order to be successful. I.e. yourself! We demonstrate the **goal-achieving module in your brain** and explain how you can literally programme your goals and outcomes into this module. By utilising this existing ability, you enlist the unlimited power of your subconscious mind in achieving your goals, rather than relying on the limited power of your conscious mind alone. Instead of having to work out what might be the right thing to say when influencing someone, you need only focus on your outcome and trust your subconscious mind to select the right strategy.

How is the course facilitated?

Rather than give you just a whole bunch of scientific theories about influence, this course is designed to let you experience the concepts during the day for yourself. We always aim to demonstrate everything we are discussing before you practice it, and when we can't demonstrate it live, we help you to identify where you've already experienced the concept in your own life. Everything we teach, can be experienced first hand, so we ask you to be curious and daring enough to experiment with what we show you! Keep an open mind and be ready to laugh and have some fun, because human beings and the human brain can be quite amusing!

We invite delegates to discuss existing challenges they are having with influence and you can practice the tools and techniques with real scenarios from your life. That way, you leave the course having solved a few of your existing problems as well as having learned a lot too!

Our experienced facilitators will demonstrate the tools of influence throughout all the interactions during the day, so you will be able to see the techniques role-modelled effectively.... As so we should!

We hope to give you an experience that will change the way you think, feel and behave from now on. Our aim is for you to leave the course "transformed", rather than just "informed".

In Summary, by the end of this course, you will...

- Have some fun and effective influencing strategies that you can start implementing immediately at home and work, with amazing results.
- Understand why you currently have more influence over some people than others and what you need to do to influence any challenging individuals.
- Find people and their behaviours generally less stressful and more fun to interact with.
- Understand why some people have influence over you and some people don't.
- Be able to build stronger relationships with everyone, everyday without effort.
- Learn how to mend broken relationships, to regain rapport and therefore influence
- Understand how to create a perceived self-interest in someone in order to sell something.
- Be able to persuade with a variety of verbal techniques so you never need to argue again.
- Understand why people put up resistance and how to overcome this in a positive way, which improves relationships and gets a win-win result.
- Be able to influence people silently and effortlessly by utilising the power of non-verbal communication
- Be able to influence someone's behaviour immediately by changing your expectations of them.
- Achieve your goals and outcomes more easily by influencing your own mind to help you!