

The Psychology of Influence

1 Day

Some people appear to have a knack for influencing others. Their persuasive skills appear to flow naturally and unconsciously – but they actually stem from principles anyone can learn to apply. By understanding these principles, you can get others to listen to you, persuade people to change their mind, shift the direction of a conversation, communicate a message effectively and get more of what you want in life and at work.

What you'll learn to do in this course

You'll come out of this session with powerful tools for improving your influencing skills. We'll bring theory to life and tell you how to succeed. A range of practical tips will be presented to you. You'll talk through examples and enjoy practical exercises. At the end of the course, you should be able to:

- Discuss key models of influence and how they can be applied in your context
- Deal with power games
- Add impact to your spoken message by using key nonverbal persuasion tools
- Use influential language and “power words” to get others onside
- Use consensus building techniques to elicit agreement and buy-in
- Influence group dynamics and redirect objections to change

Topics you'll cover

- What is influence?
- Theory and practice of influential communication
- Understanding power games
- Nonverbal sources of influence
- Words that influence
- Tools for persuading groups

Book your training NOW

Call Eleanor Shakiba on 0433 126 841
Download course information at
www.thinklearnsucceed.com.au

“think
learn?
succeed”

“Smart training for clever people”

**What others have said
about the course...**

“Very enjoyable day. I felt I learned a lot and am interested in pursuing another course.”

“Challenging. Relevant to all aspects of life not just examples work or family. Very well researched.”

“I really enjoyed the course and look forward to putting it to use in real life.”

