

Many of us under-estimate how many opportunities we have in our daily lives to influence or persuade people. We may be selling an idea or service, contributing as a team member, or simply trying to persuade others to see things from our point of view. This practical workshop will offer useful tips on how to make the most of your business communications so that other people are receptive to your input and willing to consider your contributions. The course helps you build on existing skills when influencing others – and explores techniques to improve your confidence and credibility.

Your Workshop Leader: Catherine Bowie

LEARNING OUTCOMES

By the end of this course delegates will:

- understand the qualities and skills needed to influence others
- have enhanced their communication skills and influencing technique
- recognise the skills and importance of building trust, creating rapport and achieving a mutually beneficial outcome
- explore ways of overcoming objections when dealing with others
- improve self-awareness and self-confidence

KEY TOPICS

- Social interaction in business: building and maintaining relationships
- Presenting yourself professionally
- Characteristics of the four influencing approaches
- Tailoring your approach to different styles
- Importance of positive thinking and how this influences your communication style
- Practical scenarios and action planning

WHO SHOULD ATTEND

Anyone who needs to know how to sell important projects, persuade colleagues to provide needed resources, create satisfactory working relationships, and influence their external customers and stakeholders.

Outline Programme

Welcome and Introductions

Your influencing ability

- qualities and skills needed to influence others
- identifying your current influencing style

The Four Influencing Approaches

- adapting your style to suit the individual

Confident Communication Skills

- the art of building rapport through communication
- convincing language and how to create trust

Practical Session

- an opportunity to practise techniques

Lunch break

Checking our own behaviour

- presenting yourself professionally in different situations

Communication with groups

- getting the most from your meetings

Written Communication

- email etiquette and some letter writing skills

Practical Session

- an opportunity to practise techniques

Action Planning and evaluation

Close of Workshop

Note:

Participants to this workshop should have previously attended assertiveness skills training. The Myers Briggs personality types will be revisited and discussed as part of this workshop programme.



COMMUNICATE

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