



# WINNING

## The Art of Influence and Persuasion

### DESCRIPTION

This course is an introduction to social influence, heuristic thinking and the principles of persuasion and how they can be used to affect people's attitudes and behaviours. It ventures into areas rarely covered by other communication skills courses giving you an insight into the use of proven influence techniques and strategies used by highly successful influence professionals.

### COURSE DURATION

1 day

### OUTCOMES

- Build more credibility
- Have people agree to your requests more readily
- Develop rapport quicker
- Develop urgency in others
- Recognise opportunities to use influence principles ethically
- Understand the importance of questioning in an interaction in order to achieve a WINNING outcome

### KEY AREAS

- The Umbrella of Influence
- Heuristic and Systematic thinking  
Social Influence
- Instant influence and affecting behaviour
- Shifting attitudes in the longer term using persuasion

### METHOD

Instructor led, course discussion, team exercises

