

USING THE POWER OF PERSUASION AND INFLUENCE

Soft-Skills are very valuable and critical to career success. These skills play a very important role in career mobility; it's therefore paramount to know how to persuade at a personal and corporate level. Interpersonal Persuasion, Listening, Predicting Response, are all included in this practical and immensely beneficial program.

CONTENTS:

- The psychology of Persuasion
- Influence, power and you
- Your style of influencing
- Communicating for influence
- Predicting Response
- Methods of Persuasion
- Using persuasive Appeals
- Listening

FEATURES:

- How to achieve success through the art of persuasion
- Power mapping and influence modeling
- Practical impromptu, Persuasive Presentations
- Proven ways to Persuade and Influence



DAY ONE

1. The Psychology of Persuasion
 - a. Principles of Persuasion
 - b. The Persuasion process
2. Influence, Power and You
 - a. Your Style of Influencing
 - b. Influencing in groups
 - c. How behavior is influenced
 - d. Communicating for influence
3. Building Persuasion
 - a. Persuasion on questions of fact, Value, Policy
 - b. Building credibility
 - c. Types of credibility
4. Reasoning in Persuasion
 - a. Causal reasoning
 - b. Analogical reasoning
 - c. Reasoning from principles

DAY TWO

1. Effectively Persuading using Appeals
 - a. Using emotional Appeals
 - b. Generating emotional appeals
2. Using Evidence in Persuasion
 - a. How evidence works
 - b. Tips for building evidence in Speech

3. Predicting Response
 - a. Reading Non Verbal codes
4. Handling Question& Answer Sessions
 - a. Fielding Questions
5. Persuasive Ethics
 - a. Key ethical considerations in persuasion
 - b. Ethically using emotional appeals
6. Practical Persuasive Presentations by Participants' which will be Audio-visually recorded.

DATES:

2011

- Q-1 | Jan- March
February 24th -25th
- Q-3 | July-September
August 25th -26th
- Q-4 | October-December
November 3rd -4th

2012

- Q-1 | Jan-March
February 23rd -24th
- Q-3 | July-September
August 23rd -24th
- Q-4 | October-December
November 1st -2nd

2013

- Q-1 | Jan-March
February 27th -28th
- Q-2 | April-June
June 27th -28th
- Q-3 | July-September
August 22nd -23rd
- Q-4 | October-December
November 7th -8th

WHO SHOULD PARTICIPATE...?

Any Professional/leader who needs to Persuade and influence colleagues, customers, bosses, team members or suppliers.

COURSE DURATION: Two Days

Your Investment

KSHs. 30,000 + VAT