

Communicating with Impact

...using the power of persuasion and influence

The ability to effectively communicate is essential for anyone wishing to make a positive impact in the workplace. It is important to know how to ask the right type of question, actively listen, build rapport and if necessary handle conflict. All the critical skills and behaviours needed to persuade and influence at a personal level are covered in this practical and immensely valuable course.

Content

- Influence, power and you
- How behaviour is influenced
- Your style of influencing
- Building rapport
- Communicating for influence
- Influencing in groups
- Handling conflict
- Assertiveness
- Feedback and follow through

Features

- How to achieve success through communication
- Power mapping and influence modelling
- Practical tools to test your influencing style
- Proven ways to influence in groups

People have previously attended from:

Shell, BAE Systems, Home Office
SABMiller, Lloyds Register

"Excellent course. The role-play really brought the material to life. Great interaction and sharing of experiences between the group and a very experienced trainer."

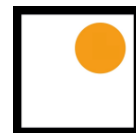
Davina Dinan
Finance Manager
Business Improvement
BAE Systems

Duration: Two day course

Venue: London Gatwick

Course price: £795 +VAT





Communicating with Impact

Day one

1. Influence, power and you

- What is influence
- What is power
- Power mapping
- Modelling success

2. How behaviour is influenced

- Managing yourself
- How the brain receives and processes information
- Your output becomes your behaviour
- How to control behaviour

3. Your style of influencing

- Key areas you need to influence
- Identifying your preferred style
- Using different styles
- Influencing techniques

4. Building rapport

- The case for building rapport
- Empathy
- complimenting

5. Communicating for influence

- Exploring – by questioning
- Exploring – by listening
- Reading between the lines
- Body language
- Persuasion

Day two

6. Influencing in groups

- Understanding groups
- Team role awareness
- Behaviour analysis
- Group techniques

7. Handling conflict

- Handling conflict modes
- Assertive behaviour
- Co-operative behaviour
- Dealing with criticism
- Dealing with objections

8. Assertiveness

- Why you need to be assertive
- Behavioural types and behaviours
- Recognising behaviour
- How assertive are you?
- Identifying opportunities
- Applying assertiveness

9. Feedback and follow through

- Learning from feedback
- Planning for change
- Ensuring you follow through