

Introduction to Persuading and Influencing

Course length: 45 mins*

Course Code: 103080BT049

This course equips you with new skills to persuade and influence internal and external business contacts.

Benefits for the Learner

Once people have a firmly held view on an issue, it takes a really skilled “persuader” to make them change their mind.

This course looks at the skills you need to shift opinion. It explores the fundamental differences between coercion and persuasion, the need to involve the person you are trying to persuade in the persuasion process and the importance of understanding your audience and organizing your argument.

Benefits for the Business

As companies become “flatter” and less importance is placed on the rigid hierarchies, managers need greater powers of persuasion to convince colleagues and customers to see things from their point of view. Your business cannot afford to have them spending hours endlessly debating ideas without resolution!

This course helps your managers to develop tangible persuasion skills. They will then be better placed to influence those around them effectively and so help your business achieve its stated goals.

What Does the Course Cover?

- Adding value to key management roles
- Moving people towards a course of action
- The role of automatic behaviours

How Long Does the Course Take?

You can work through this course at your own pace. It should take you around 45 minutes to complete.

*Courses are accessible for six months from the date of purchase.